FEBRUARY 2, 1953

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P&G Still Leads Network Buyers
Page 40

FCC Approval Near On ABC-UPT
Page 48

FEATURE SECTION
Starts on Page 75

22ND year

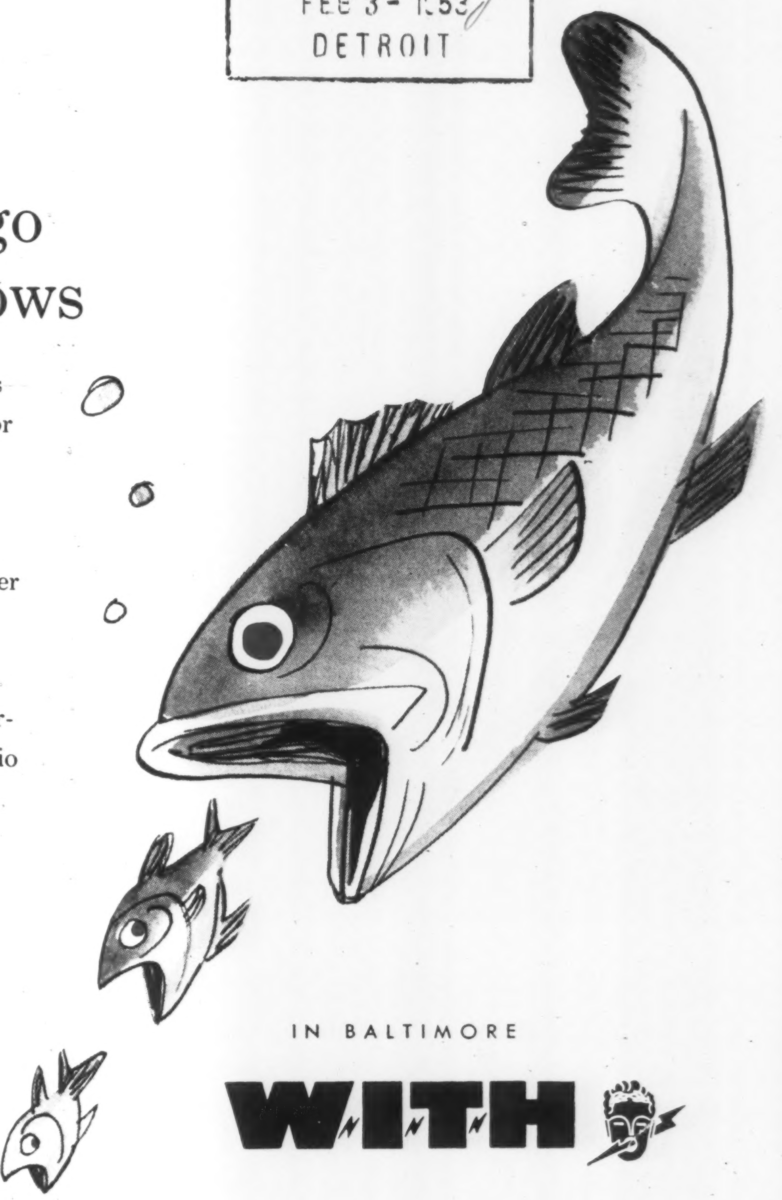
THE NEWSWEEKLY OF RADIO AND TV

Like bass go for minnows

Yes! Bass go for minnows and local merchants go for W-I-T-H in Baltimore! W-I-T-H carries the advertising of twice as many of them as any other station in town.

Here's why: W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. And that means low-cost results.

W-I-T-H can do it for you too. Let your Forjoe man give you the whole story.



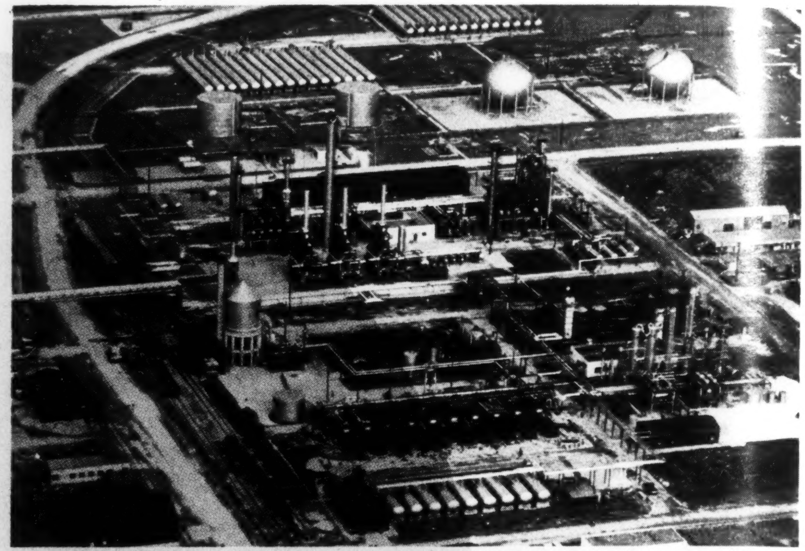
IN BALTIMORE

WITH

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

XUM

Go where there's GROWTH...



Gasoline and Gobblers

As one of the pioneer producers of petroleum, Kentucky's petroleum industry today is rapidly expanding its production of high test gasolines. An example is the new $17,000,000 plant of the Mathieson Hydro-Carbon Chemical Corp. at Brandenburg. Planned expansions of this plant are expected to exceed $35,000,000, with an annual payroll of over $1,500,000.

Keeping in step with Kentucky's growing income is the growth of Kentucky's turkey farms. 1951 production of turkeys totaled $3,864,000—a 10 year increase of 387%.

Go where there's GROWTH.. GO WHAS!

No other station—or group of stations—in this market can match the audience delivered by WHAS seven days a week; morning, afternoon and night.

(Benson and Benson)

CBS

WHAS

Louisville, Kentucky

THE WHAS MARKET
105 Kentucky counties
25 Indiana counties

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Assistant Director

Represented Nationally by Henry I. Christal Co., New York, Chicago, San Francisco

the surest way to avoid Sunday traffic...

...and the surest way to dominate the Fall River-New Bedford market...WSAR

WSAR completely dominates the Fall River-New Bedford area — with more listeners per average quarter-hour than any other station, serving the market from inside or outside. Here is the one medium that gives you the rich advertising impact needed in the nation's 49th market.

5,000 Watts **WSAR** ABC Basic

Fall River–New Bedford
The Nation's 49th Market

Represented Nationally by the Headley-Reed Company

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

More Power

for

KRLD-TV

channel 4 Dallas

100,000 WATTS VIDEO
50,000 WATTS AUDIO
ON OR SOON AFTER MARCH 1, 1953

the Biggest Buy
in the Biggest Market
in the Biggest State

FIRST!

11 out of the first 15
highest rated television
shows are KRLD-TV regulars

Pulse: DEC. 1-7-'52

KRLD-TV
Channel 4, Dallas

EXCLUSIVE
CBS TELEVISION
OUTLET FOR
DALLAS-FT. WORTH
AREAS

John W. Runyon
Chairman of the Board

Clyde W. Rembert
President

TEXAS' MOST POWERFUL TELEVISION STATION

The Branham Company *Exclusive Representative*

closed circuit®

IF PRESIDENT EISENHOWER follows original plan, there will be barbed comment about slow functioning of administrative agencies in his State of Union message to be delivered to Congress today (Monday). He's received complaints, with FCC included, and it wouldn't surprise some observers to have him comment specifically on snail's pace in licensing new TV stations in underserved markets.

★ ★ ★

MOST STATIONS have been quoting half of 20-second announcement rate for those midget segments of time—four and eight seconds—being sought in "filler" time (at station's discretion) for projected Rinso spot campaign by Hewitt, Ogilvy, Benson & Mather [B•T, Jan. 26]. Agency had been hoping to get 25 or 33% rate for "midgets."

★ ★ ★

NEW NAMES continue to crop up as candidates for prospective vacancies on FCC aside from those of several lame-duck Congressmen. Latest heard: Edward L. Scheufler, 55, Kansas City attorney, active in GOP councils in Missouri since 1924, and Deneen Watson, 48, Chicago attorney and official of Illinois Bar Assn., likewise active in GOP circles.

★ ★ ★

IF FCC approves Macon merger plan (expected shortly by split vote) look for flood gates to open on literally scores of proposed mergers to expedite licensing of new TV stations in many application-blocked markets. Although several such projects have been pending, Macon deal is first at bat, will establish "marriage" precedent.

★ ★ ★

ANNOUNCEMENT is likely shortly that Stanley R. Pratt, president of WSOO Sault Ste. Marie, Mich., will continue as assistant to chairman of Republican National Committee in Washington for next six months to year. He held same status with Chairman (now Postmaster-General) Arthur E. Summerfield prior to and during campaign and will continue in same capacity under Chairman Wesley Roberts. Mr. Pratt is an NARTB radio director and will attend sessions this week at Belleair, Fla.

★ ★ ★

BUCHANAN & CO. AGENCY has indicated it plans to maintain Chicago branch. Possibility of merger with existing Chicago agency dismissed at this time. Firm expected to reorganize branch in next fortnight after top-level New York meeting and appointment of vice president to head Chicago office to succeed Robert E. Potter Sr., who resigned to form own agency.

★ ★ ★

FULTON LEWIS, provocative Washington commentator with biggest commercial network of all (334 stations) is contemplating network or syndicated TV program. Negotiations reportedly in progress last week, through William B. Dolph, business head of Lewis' operations, for either live network or film release, latter probably through United Television Programs.

QUIZZICAL eyebrows raised at White House last week when Col. Ed Kirby left office of news secretary James C. Hagerty, but was non-committal. Col. Kirby, Army radio-TV chief and former public relations director of NARTB, may have been there on official Army business. Or it could have been in connection with White House plan to name radio-TV figure on Hagerty staff, notably for President Ike's contemplated monthly radio-TV "Report to Nation" following news conference pattern.

★ ★ ★

KLING STUDIOS INC., Chicago, TV film packager, which has mushroomed phenomenally past few years, has confirmed active negotiation for Charlie Chaplin film studios in Hollywood. Kling president Robert Eirinberg has been dickering with Mr. Chaplin in Switzerland.

★ ★ ★

AT LEAST one important top policy executive of Democratic administration is carrying over in similar vein on advisory basis under President Eisenhower. Gordon Gray, owner of WSJS Winston-Salem and president of U. of North Carolina, is one of top group of nine named to new President's Committee on International Information Activities which will consider vital role radio plays in cold war. During past decade Mr. Gray has served as Secretary of Army and Special Assistant to President on European economic problems.

★ ★ ★

DESPITE apparent futility of his cause, Comr. Eugene H. Merrill clings doggedly to hope of Senate confirmation of his appointment to FCC by former President Truman. It's reported he is soliciting support on Capitol Hill but it's taken for granted that new administration will want to swing to Republican majority by naming two new GOP disciples to replace Chmn. Paul A. Walker and Mr. Merrill. FCC associates admire Mr. Merrill for his never-say-die attitude and diligence with which he pursues his FCC work as if nothing were to happen.

★ ★ ★

WASHINGTON becomes hub of top level radio activity all this week. Aside from activities of FCC and Congress, not to mention possibility that White House will move on FCC appointments, these events are scheduled: Federal Communication Bar Assn. annual meeting; annual dinner of Radio Correspondents Assn.; gala cocktail party for Frank White to introduce NBC's new president to Washington brass; probable meeting of Clear Channel Broadcasting Service.

★ ★ ★

WHILE ENGINEERS generally are elated over results of uhf operations, they're reserving judgment until spring-summer, when trees begin to sprout. Military and other experiments in uhf range heretofore conducted developed baffling condition wherein signals wouldn't penetrate foliage, virtually blacking out reception in heavily wooded areas.

IN THIS ISSUE

LEAD STORY

$7.6 million worth of AM and TV properties change hands in new deals or transfers approved by FCC. *Page 27.*

ADVERTISERS & AGENCIES

Aggressive advertising and selling can expand U. S. economy by 33⅓%, according to Arno Johnson, of J. Walter Thompson. *Page 29.*

FACTS & FIGURES

Boston College survey finds TV and radio advertising make the strongest impressions. *Page 35.*

Soaps, drugs, foods lead November radio network spenders in PIB reports. *Page 40.*

PROGRAM SERVICES

Broadcasters buck efforts of record companies to collect fees for use of phonograph records. *Page 46.*

GOVERNMENT

FCC approval of ABC-United Paramount merger expected—with dissent. *Page 48.*

FCC approves modernization of operator rules and opens way for remote operation of transmitters. *Page 54.*

TRADE ASSOCIATIONS

Theme of NARTB convention will be "'53 Gold Rush to California." *Page 58.*

NETWORKS

ABC adopts single rate for day and night on its owned and operated radio stations. *Page 64.*

CBS discloses new "checkerboard plan" of selling network time and also reports $850,000 in new business plus 10 renewals. *Page 67.*

FEATURES

A look into the TV special effects man's bag of tricks. *Page 77.*

How to renovate radio programming. *Page 80.*

Michigan has a new college because of a radio campaign. *Page 84.*

UPCOMING

Feb. 4-6: NARTB Radio and TV Boards, Bellevue-Biltmore Hotel, Belleair, Fla.

Feb. 5: Annual Awards Dinner of Academy of Television Arts & Sciences, Hotel Statler, Los Angeles.

Feb. 6-7: Seventh Annual Radio Short News Course, U. of Minnesota, Minneapolis.

Feb: 9-10: BMI Board, Bellevue-Biltmore Hotel, Belleair, Fla.

(Other Upcomings, see 'For the Record')

XUM

Mr. and Mrs. Lehigh Valley

(and family)

at home to advertisers

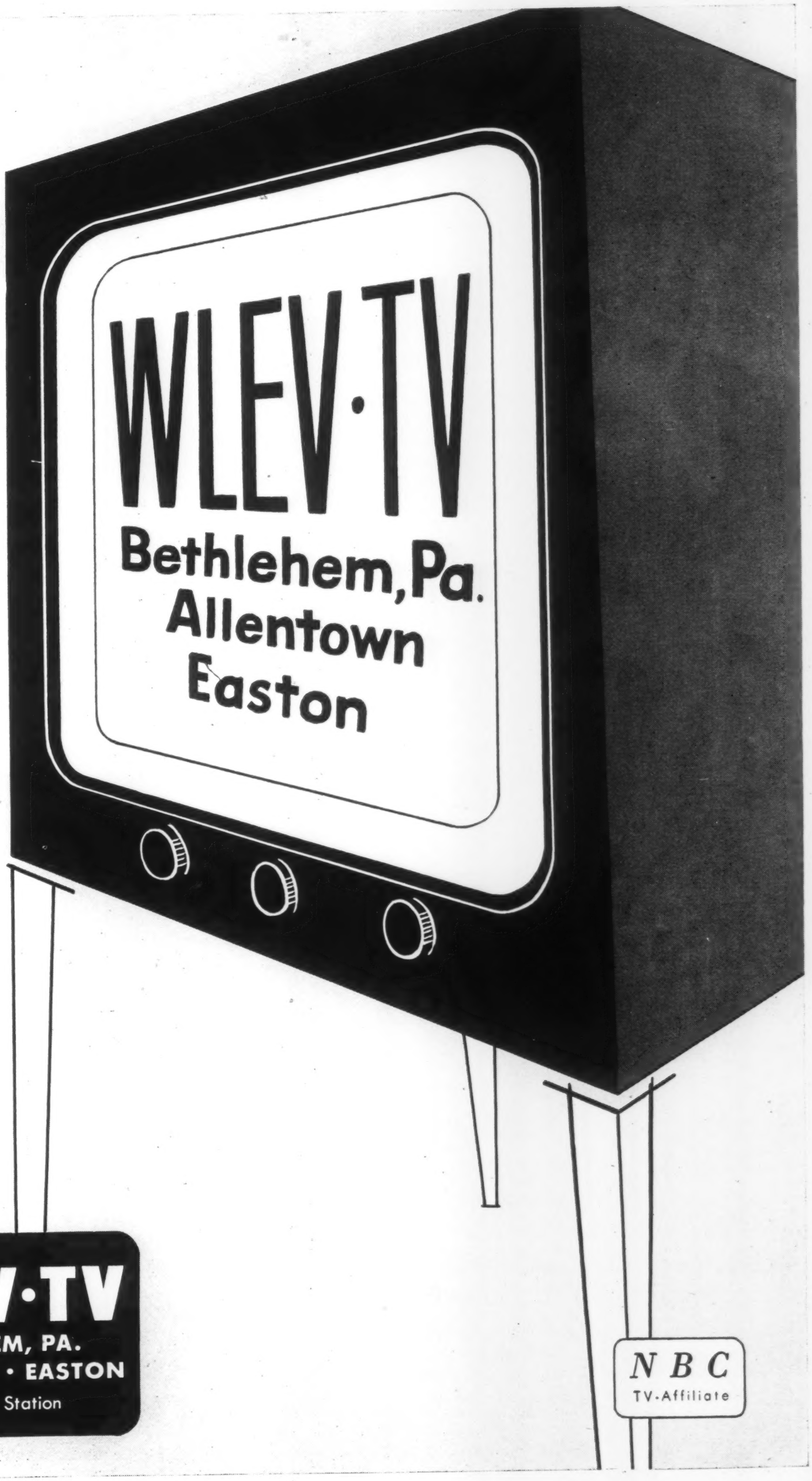
WLEV-TV, first television station in the Lehigh Valley, offers a dynamic profit opportunity to advertisers. It is the one medium reaching the entire Lehigh Valley—long-known as a region of stable prosperity—as one of tremendous sales response. Top time available now. Write for information.

Represented by

ROBERT MEEKER ASSOCIATES

New York **Chicago** **Los Angeles** **San Francisco**

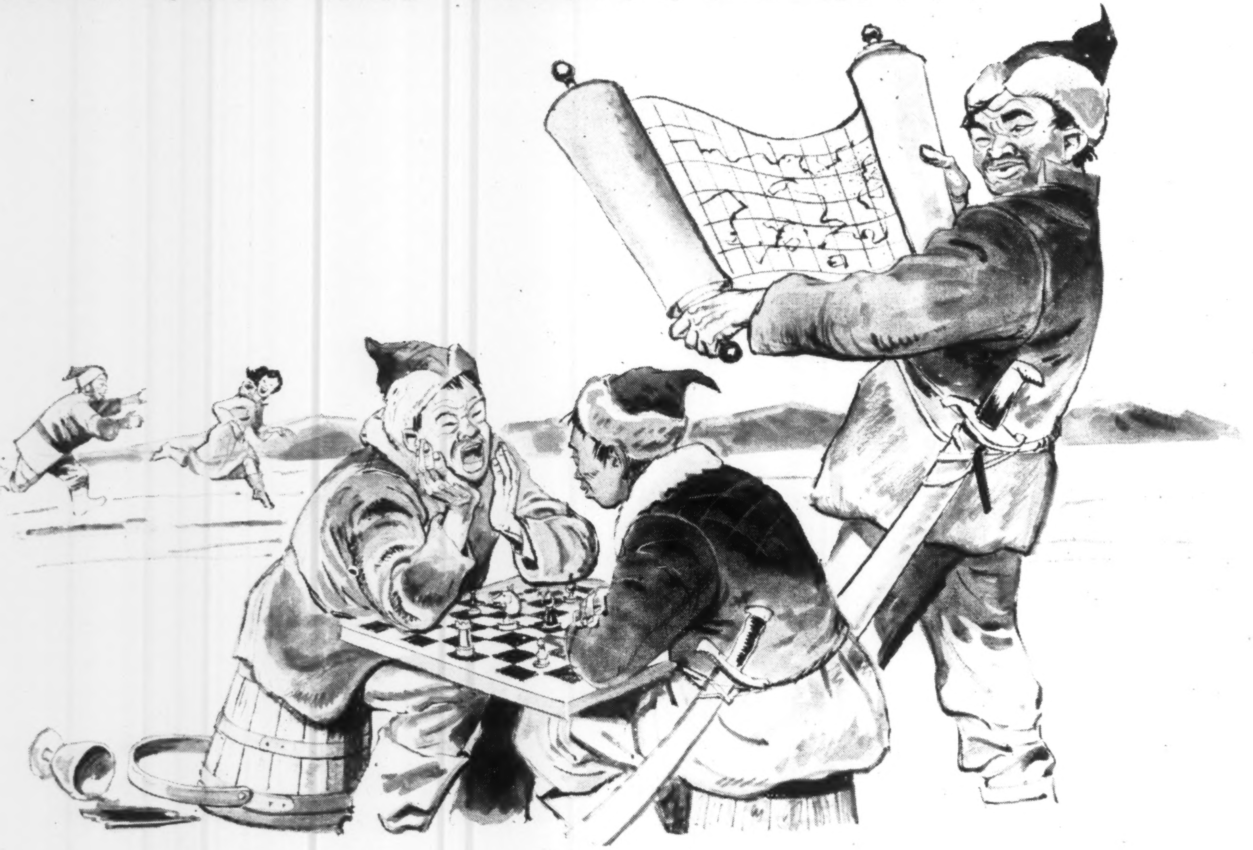
on...


WLEV·TV
Bethlehem, Pa.
Allentown
Easton

WLEV·TV
BETHLEHEM, PA.
ALLENTOWN · EASTON
A Steinman Station

NBC
TV-Affiliate

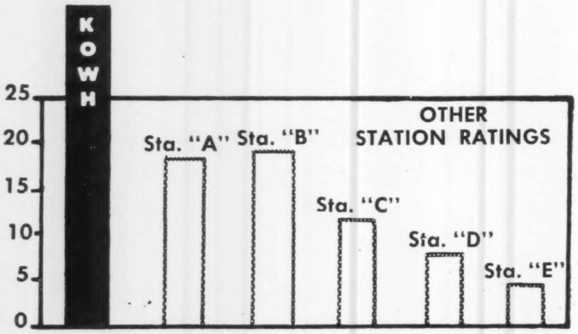
All It Took was a Bored Horde . . .



. . . And the Kubli Khan's fear that inactivity would blunt the fighting edge of his Asiatic conquerers, to send Mongol hordes swarming into southeastern Europe.

KOWH's solution for boredom is less drastic, but equally effective in rallying a horde of Omaha, Council Bluffs listeners to its banner. Proof? Slant a glance the below Hooper, *averaged for the 14-month span from October, 1951, to November, 1952!* If you're interested in invading our baliwick, give us a growl!

35.9%



- ***Largest total audience*** **of any Omaha station, 8. A.M. to 6 P.M. Monday thru Saturday! (Hooper, Oct. 1951, thru Nov., 1952.)**
- ***Largest share of audience,*** **in any individual time period, of any independent station in all America! (Nov., 1952.)**

Kowh
OMAHA

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

at deadline

9.7 Million Radios, 6 Million TV in '52

SET manufacturers produced 9.7 million radios and over 6 million TV receivers in 1952, according to final figures announced Feb. [illegible] by Radio-Television Mfrs. Assn.

Radio output in 1951 had totaled 12,627,362 sets, with 5,384,798 TV receivers produced during that year. These figures show radio production down about one-fourth, with TV up about one-eighth.

TV production last December, six-week reporting period, totaled 921,086 sets, with 1,325,158 radios produced. These figures compare with 467,108 TV sets and 868,100 radios in same month of 1951, five-week reporting period.

RTMA found that 94,185 TV sets with circuits tuning FM band were turned out last year, along with another 409,678 home radios containing FM facilities. This brings year's total FM set output to 503,863 home receivers.

RTMA's revised radio and TV set production figures by months for 1952 follow:

	Television	Home sets	Portables	Auto	Clock	Total Radio
Jan.	404,932	288,724	68,433	195,147	80,151	632,455
Feb.	409,337	312,705	72,866	267,779	106,103	759,453
Mar. (5 wks)	510,561	357,689	99,720	343,314	175,169	975,892
April	322,878	286,164	110,529	275,250	176,003	847,946
May	309,375	288,927	128,351	215,478	115,588	748,344
June (5 wks)	361,152	297,669	205,186	246,909	124,489	874,253
July	198,921	203,868	81,353	95,220	61,295	441,736
Aug.	397,769	235,728	105,006	94,315	108,753	543,802
Sept. (5 wks)	755,665	324,786	126,666	230,706	183,496	865,654
Oct.	724,117	314,459	113,552	163,494	180,841	772,346
Nov.	780,486	389,853	153,503	195,200	185,639	924,195
Dec. (5 wks)	921,086	452,556	194,837	406,258	271,507	1,325,158
Total	6,096,279	3,753,128	1,460,002	2,729,070	1,769,036	9,711,236

Ike on Radio-TV

ALL RADIO and television networks will carry President Dwight D. Eisenhower's State of Union message to Congress today (Monday). Program will begin at 12:15 p.m. EST and last until about 1:15 p.m. EST.

New TV Applications

FOUR new TV station applications tendered late Friday at FCC. They are:

El Centro, Calif.—Valley Empire Telecasters, uhf Ch. 16, ERP 21.9 kw visual, antenna 266 ft. above average terrain. Construction $161,000, operating $180,000, revenue $215,000. Applicant is trustee for KPRO Riverside, KROP Brawley, KREO Indio and KYOR Blythe, all Calif.

Bloomington, Ill.—Cecil W. Roberts, uhf Ch. 15, ERP 17.95 kw visual, antenna 325 ft. Construction $110,572, operating $108,000, revenue $120,000. Applicant is licensee of KREI Farmington, Mo.

Indianapolis—Empire Coil Co. (WXEL Cleveland), uhf Ch. 26, ERP 105 kw visual, antenna 520 ft. Construction $280,000, operating $450,000, revenue $600,000. Applicant also is TV permittee at Portland, Ore., Denver and Kansas City.

Seattle, Wash.—Puget Sound Bcstg. Co. (KVI), vhf Ch. 7, ERP 200 kw visual, antenna 1,350 ft. Construction $390,690, operating $400,000, revenue $540,000.

5-STATION LIMIT APPLIED TO APPLICATIONS

MAXIMUM LIMIT of five TV stations to same owner was extended, in effect, to all pending TV applications by FCC Friday through memorandum opinion and order withholding all action on applications in conflict with those of Storer Broadcasting Co. for vhf Ch. 10 at Miami and vhf Ch. 9 at Wheeling-Steubenville for 30 days while Storer elects which bid it wishes Commission to consider.

FCC ruled that when applicant already owns four TV stations, as does Storer, it cannot file for more than one additional outlet. Any additional bids would be conflicting and inconsistent with spirit of multiple ownership rule, FCC said in what is considered precedent opinion.

To rule contrary, FCC said, "would permit applicants to flood this Commission's processing line and its hearing docket with multiple applications many of which could not be granted under the rules."

Since Storer is party to long-pending proceeding inquiring into proposals to relax rules limiting multiple ownership, FCC decided to give 30 days period for decision by Storer, which owns WAGA-TV Atlanta, WJBK-TV Detroit, KEYL (TV) San Antonio and WSPD-TV Toledo.

Ruling stems from protest by WSTV Steubenville, competitor for Ch. 9 at Wheeling-Steubenville.

Observers feel ruling means Commission may soon call upon other multiple applicants to elect which bids they wish to prosecute. These may include: CBS—licensee of WCBS-TV New York and KNXT (TV) Los Angeles, 47% owner WCCO-TV Minneapolis, 45% owner WTOP-TV Washington, applicant to buy WBKB (TV) Chicago and new station applicant at St. Louis; Meredith Pub. Co.—owner WHEN (TV) Syracuse, WOW-TV Omaha and KPHO-TV Phoenix, applicant at Rochester, Minneapolis and St. Louis; Crosley Broadcasting Corp.—operator WLWT (TV) Cincinnati, WLWC (TV) Columbus and WLWD (TV) Dayton, newly-approved purchaser of WLTV (TV) Atlanta (see story page 27) and applicant at Toledo and Indianapolis; Polan Industries—permittee of WPTV (TV) Ashland, Ky., and WUTV (TV) Youngstown, Ohio, applicant for Wheeling, Roanoke, Parkersburg and Terre Haute; Edward Lamb—owner WICU (TV) Erie, Pa., and WTVN (TV) Columbus (sold to Taft family of Cincinnati subject to FCC approval), permittee of WMAC-TV Massillon, Ohio, and applicant at Toledo, Portsmouth, Ohio, and Orlando, Fla.

• BUSINESS BRIEFLY

NINE-WEEK DRIVE ● Procter & Gamble, Cincinnati (Cheer), through Young & Rubicam, N. Y., preparing special nine-week radio spot announcement campaign to start March 2. Evening chain breaks will be used in at least 75 markets.

CHEMICAL SPRAY SPOTS ● du Pont Products (Fermate and Parzate, chemical sprays for tobacco molds), placing radio spot campaign with staggered starting dates (some in February, some in May) for six weeks in tobacco-growing markets. BBDO, N. Y., agency.

LEVER IN 20 MARKETS ● Lever Bros. (Swan toilet soap), through BBDO, N. Y., planning four-week spot announcement campaign to start Feb. 16 in 20 radio markets.

AGENCY FOR ZIG-ZAG ● Consolidated Sewing Machine & Supply Co., N. Y. (Viking Zig-Zag machines), names Olian and Bronner, Chicago, to handle advertising for that product. Multi-level ad campaign, including TV, being projected.

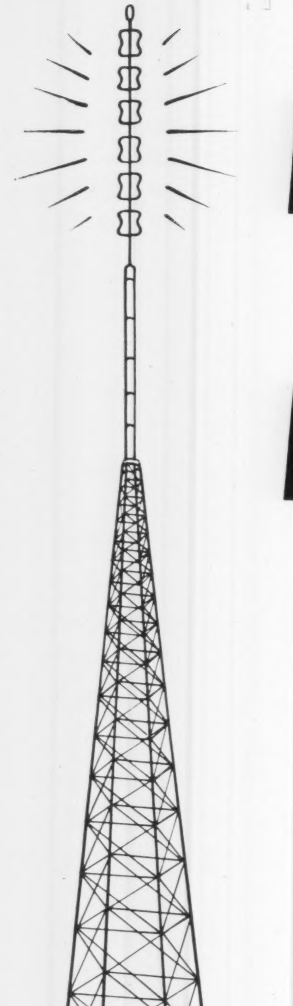
HOUR OF NEWSCASTS ● Wine Corp. of America, Chicago (Mogen David wine), signs for sponsorship of full hour of newscasts weekly on ABC Radio, starting Feb. 9 for 52 weeks using 198 stations for *News of Tomorrow*, Mon. through Thurs., 10-10:15 p.m. EST. Program features newsman Gordon Frazer from New York and pickups from ABC correspondents throughout world. Agency: Weiss & Geller, Chicago.

JOHNSON CAMPAIGN ● Johnson Candy Co., N. Y., lining up availabilities for radio spot announcements campaign in eight non-TV markets. Actual date not yet set. Agency: Franklin Bruck, N. Y.

8-TO-13 WEEK DRIVE ● Glamorene Rug Co., N. Y., through Ruthrauff & Ryan, also N. Y., placing 8-to-13 week radio campaign, starting March 9 in 75 markets.

Fischer AFM Representative

PHIL FISCHER, vice president of Local 47, Musicians Union, L. A., appointed international representative in charge of motion pictures and television for American Federation of Musicians at executive board meeting in New York, it was announced Friday. He succeeds Justin W. Gillette, who died several months ago. With headquarters in Hollywood Mr. Fischer will represent AFM in all activities touching on TV and motion pictures.



MORE TOWER
and
MORE POWER

The NEW

WJBK-TV

is on its way!

It won't be long now! Soon . . . just as soon as tower construction can be rushed to completion, the station that's tops with metropolitan Detroit listeners offers even *greater* coverage . . . vastly *better* coverage. New effective radiated power of 100,000 watts and a new 1,057 foot tower will blanket every TV home within 100 miles of Detroit.

Coverage not only in Detroit, but in Flint, Bay City, Port Huron and Jackson! A better-than-ever reason why your best TV buy is the new WJBK-TV.

The NEW

WJBK-TV

Detroit

A STORER STATION

TOP CBS and DUMONT TELEVISION PROGRAMS

National Sales Mgr., TOM HARKER, 488 Madison, New York 22, ELDORADO 5-7690

Represented Nationally by THE KATZ AGENCY

at deadline

Theatre TV Proponents Asked to Clarify Points

FCC FRIDAY called on theatre TV proponents to clear up inconsistencies in testimony, tell what it wants. Commission threatened to call off proceedings unless Motion Picture Assn. of America and National Exhibitors Theatre TV Committee satisfactorily answered series of eight questions mainly concerned with use of common carrier frequencies and how theatre TV services would be set up.

Theatre TV attorneys feel inconsistencies are more apparent than real, that it will be no difficult task to answer questions. Hearings resume today and Tuesday with direct testimony by AT&T, Western Union, Independent Telephone Assn., petroleum and bus groups. Following completion of direct testimony, Commission will hear MPAA and NETTC attorneys.

NARTB Names Labor Group To Study TV Problems

NEW NARTB committee announced Friday by President Harold E. Fellows at direction of NARTB TV Board to work on employe-employer relations. Titled Television Labor Advisory Committee, it is headed by Robert D. Swezey, WDSU-TV New Orleans, also director of NARTB TV Board. Other members: Mort Weinbach, ABC; Frank Faulknor, CBS; Donald H. McGannon, DuMont; Joseph McDonald, NBC; Donald W. Thornburgh, WCAU-TV Philadelphia; Leslie C. Johnson, WHBF-TV Rock Island, Ill.; Edward Wheeler, WWJ-TV Detroit; Philip J. Lasky, KPIX (TV) San Francisco; Richard A. Moore, KTTV (TV) Los Angeles. Advising with committee will be Thad Brown, NARTB TV manager and TV Board counsel; Richard P. Doherty, employe-employer relations director, and President Fellows.

American Forum Sponsor

GENERAL BRONZE CORP. will sponsor *American Forum of the Air* (Sundays, 2.30-3 p.m. EST), NBC co-op show, on WNBT (TV) New York and WPTZ (TV) Philadelphia, effective March 15. Agency: Wildrick & Miller, N. Y.

New TV Stations on Air

LATEST word from new TV grantees late Friday indicated following should be on air by today (Monday):

WABI-TV Bangor, Me., due to begin commercial programming last Saturday.

KOPO-TV Tucson, Ariz., due to begin yesterday.

WLVA-TV Lynchburg, Va., due to begin test operations today.

Meanwhile, WROV-TV Roanoke wired that its transmitter and filterplexer had arrived, and plans test patterns this week. (Other grantees' target dates, page 92.)

Increase Spots

BROWN & WILLIAMSON TOBACCO Co., Louisville (Kool cigarettes), through Ted Bates Inc., N. Y., increases frequency of its spot announcements in 27 major radio markets effective today (Monday). In some instances advertiser is using new stations.

Expanded Program of Services Before NARTB Boards

EXPANDED program of industry services to be considered by NARTB Radio and Television Boards at separate and joint meetings opening Wednesday at Clearwater, Fla. Preliminary finance committee meetings and group discussions to be held today (Monday) and tomorrow.

Radio Board will meet Thursday. It will review results of one of NARTB's outstanding victories in recent years—revision of FCC rules on operator requirements and remote control of transmitters (see story page 54). It will go into copyright matters and hear progress report on series of special management studies along with Dept. of Justice antitrust suit against National Football League (see story page 56).

Legislative and regulatory matters affecting TV field will be taken up Wednesday by TV Board. Industrywide regulatory-legislative reports will be heard by joint board. Special TV problems include preliminary study of TV circulation measurement techniques and progress of TV code. John E. Fetzer, WKZO-TV Kalamazoo, TV code board chairman, and Edward Bronson, code affairs director, will be present.

Increased budget will be reviewed after committee study. Association affairs are described as "very solvent" with membership at highest point since temporary post-war peak. AM membership now approaching 1,100 stations, net increase of over 100 in less than year.

Uhf Coverage Proof

UNIQUE PROOF of uhf coverage even with low power was afforded WKAB-TV Mobile, Ala., Ch. 48 station reported Friday, through plotting viewers' addresses on map. At 6 p.m. Thursday film cameras fizzled, staff jumped in to program live remaining five hours. Telecast plea for local talent to come in and help soon flooded huge parking lot of suburban station. Spontaneous March of Dimes plugs for phone contributions from 8-11 p.m. drew $1,100 from 408 callers—and supplied map plottings of coverage. WKAB-TV now uses 12.5 kw ERP, goes to 265 kw in March.

PEOPLE

FRANK STANTON, CBS president, elected chairman of board of directors of new group appointed by board of Ford Foundation to administer program for advanced study in social relations and human behavior, called Center for Advanced Study in Behavioral Sciences, Ford Foundation President Paul G. Hoffman was to announce over weekend.

ZANGWILL GOLOBE, WOR New York account executive, has resigned to join Forjoe & Co., station representation firm, as executive vice president. He will be in charge of sales for various Forjoe offices and help plan expansion of facilities to service company's increasing TV activities. Member of "Million-Dollar Club" while at WOR, Mr. Golobe also has served with Frederic W. Ziv Co.

HAROLD G. COWGILL, attorney with law firm of Segal, Smith & Hennessey since 1944, has resigned effective Feb. 1 to take over management of new TV station WTVP (TV) Decatur, Ill., in which he holds 10%. He is former FCC attorney-accountant.

SYLVAN TAPLINGER, talent and program buyer, Kenyon & Eckhardt, N. Y., expected to join Hirshon-Garfield, also N. Y., as director of radio and television department, effective Feb. 4.

DON SARACENO, ABC central division sales officer, appointed account executive in Chicago office of Blair-TV Inc., TV station representative, effective March 4. Mr. Saraceno has been with ABC central division since 1948.

Television Actions

FCC BROADCAST BUREAU late last week took following television actions:

WEEK-TV Peoria, Ill., granted special temporary authorization for commercial operation, transmitter output 100 w visual, 60 w aural, antenna height above average terrain 550 ft.; from Jan. 27 to July 27.

KMJ-TV Fresno, Calif., granted STA for commercial operation, trans. output 1 kw visual, 600 w aural; Jan. 27 to July 27.

KGUL-TV Galveston, Tex., granted change to ERP 235 kw visual, 125 kw aural, antenna 550 ft.

WHYN-TV Holyoke, Mass., granted change to ERP 180 kw visual, 91 kw aural, antenna 990 ft.

WKZO Kalamazoo, Mich., granted change to 81 kw visual, 41 kw aural, antenna 500 ft.; change not to be made until WTMJ-TV Milwaukee moves from Ch. 3.

(For earlier actions, see page 93.)

ABC Affiliations

AFFILIATION of four AM and two new TV stations with ABC's radio and TV networks announced Friday by Alfred R. Beckman, national director of ABC's radio and television station relations departments. KFDA-TV Amarillo and WILK-TV Wilkes-Barre will join ABC-TV April 1. New radio outlets are KSLO Opelausas, La.; KTIP Porterville, Calif., effective Feb. 15; WTAC Flint and WVVW Fairmont, W. Va., both effective March 15.

DuMont Affiliates

DuMONT Television Network Friday announced signing of four new affiliates: WFBG-TV Altoona, effective yesterday (Sunday); KVTV (TV) Sioux City, starting March 29; KOPO-TV Tucson, effective yesterday, and WABI-TV Bangor, starting last Saturday.

XUM

RADIO
STATION
KFMB
Is
Now
CBS
RADIO
NETWORK
in
San Diego,
California
550 on Dial

John A. Kennedy,
Board Chairman
Howard L. Chernoff,
General Manager

Represented by
The BRANHAM Co.

index

BROADCASTIN
TELECASTIN

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BUREAUS

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444 Madison Ave., Zone 22, PLaza 5-8355.
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SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title
BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
*Reg, U.S. Patent Office

Copyright 1953 by Broadcasting Publications Inc.

Solution to the troublesome ***new***
Program Clearance Problem
facing **every** Radio and TV Station

New Law

The new amendment to the Copyright Law provides that, effective January 1, 1953, **every** broadcast of a non-dramatic (as well as dramatic) reading of a copyrighted poem, story or other literary work requires a **license,** or the station commits a copyright infringement.

New Problem

Whether you are a radio or TV station, your programming makes only occasional and infrequent use of this material. However little it is, you **do** use **some,** and each item must be cleared. Your station does not have the bibliographical and other research data, the know-how, or the time, to clear most of this material for broadcast. There is no service which even attempts to fill this need.

Solution

Literary Clearance Inc. (LCI) has been organized primarily to answer this problem, and to perform the services required, for radio and TV stations.

LCI is your research and clearance service for non-dramatic literary rights.

LCI is your agent to obtain the licenses you need.

LCI can perform both of these services:

More efficiently
In less time
More accurately
At less cost

than your station can possibly do itself!

THIS IS A COMPARATIVELY SMALL FIELD (as contrasted to music clearance and news services) AND WE ARE THE ONLY ONES IN IT.

How & How Much

The Basic Service Each time you have a poem, story or article which requires a license (or when you're not sure if you need one) for non-dramatic use, you fill out a simple form (we furnish them free) with title, author, etc., and send it to LCI. LCI will promptly, with rare exceptions, advise you **either** that the work is free for broadcasting, **or** that a license is required. If a license is required, LCI will give you the name and address of the licensor, and the price, if available, for your use. **LCI service charge is only $3.00 per poem, story or article.**

The Optional Service For each poem, story or article which **requires** a license for non-dramatic use, LCI will, **if you request,** act as your agent to obtain the license. LCI service charge for this is an additional $2.00, making a total of only $5.00 per poem, story or article.

There is a minimum $25.00 per station, which will be credited against service charges incurred through December 31, 1953.

Please fill out all blanks in the coupon.

LITERARY CLEARANCE INC.
342 Madison Avenue
New York 17, N. Y.
Phone: MU 7-1746

LITERARY CLEARANCE INC.
342 Madison Ave. New York 17, N. Y.

The enclosed $25.00 check covers the minimum for your services on the terms in your ad in Broadcasting • Telecasting, February 2, 1953. Please send forms and instructions to attention of:

Name ____________________ *AM* *FM*
Position ____________ *Radio or TV (Call Letters)* ____________ *No. of Watts* ____
Street ____________________
City ____________ *Zone* ______ *State* ______

MOST LOCAL ADVERTISERS USE KITE BECAUSE MOST LOCAL PEOPLE LISTEN TO KITE!

FACT:

local food accounts sponsor more programs on Kite than on any other San Antonio station..... Radio or TV!

(THE SAME IS TRUE FOR LOCAL DEPARTMENT STORES AND APPLIANCE DEALERS!)

★

You, too, can Kite your sales with a kilowatt in San Antonio!

KITE

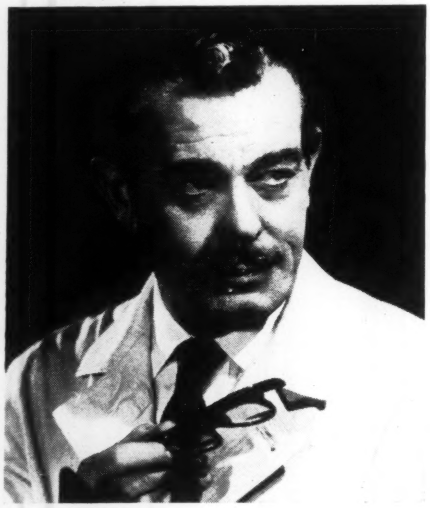
AM FM

JUST AN OLD-FASHIONED RADIO STATION..... THE KIND THAT PEOPLE BELIEVE IN!

IN REVIEW

CITY HOSPITAL

Alternate Tuesdays, 9-9:30 p.m. on CBS-TV.
Sponsor: Carter Products Inc.
Agency: Sullivan, Stauffer, Colwell & Bayles.
Producer: Walter Selden.
Director: Cort Steen.
Writers: Julian Funt, Robert Newman.
Star: Melville Ruick.



MELVILLE RUICK
The commercials need doctoring

AS TV drama, *City Hospital* is an undistinguished example of those middle-quality shows that are to television what the B picture was and is to movies. It features an omniscient, kindly, properly-graying-at-the-temples doctor who solves the extraordinary psychological dilemmas that bedevil the various patients that wander through the cast.

City Hospital, however, is more noticeable than other programs of its kind because it is the bi-weekly vehicle for some of the most objectionable commercials to be found on the air.

The sponsor of this program is Carter Products Inc., which specializes in the manufacture of products that people use but don't talk about much. The opening commercial on the show under observation was for Carter's Little Liver Pills, which promote regular elimination. The middle commercial was for Nair, a depilatory cream. The closing commercial was for Arrid, a deodorant.

It is theoretically possible to advertise these products on television without offending any but the most sensitive members of the audience. Carter, unfortuately, is not putting theory to work.

The opening commercial featured an interview between a "doctor" and his "patient," a middle-aged woman tormented by "the laxative habit" and praying for a cure. The doctor prescribed Carter's Little Liver Pills and additionally dwelt upon the virtues of achieving natural regularity. To say that this was the least offensive of the three commercials that night is to speak ill indeed of the others.

The middle commerical came at a point in the drama when a mother was getting her first look at her new-born child. There was a poignant close-up of her face and then a jolting cut to a closer close-up of the words "BRIAR PATCH LEGS," drawn to suggest forests of hair stubble sprouting from every letter. The accompanying audio featured an announcer describing the social ostracism that girls may expect to face if they fail to remove leg hair with Nair.

The closing commercial featured the Arrid theme, "Don't be half-safe," which points to the advantages of stopping unpleasant smells by stopping their source, perspiration. As an example of the absolute extreme in graphic illustration, the close-up of a sweaty armpit in this commercial should be preserved in the trophy room of the Television Code Committee.

Taken individually, any of these commercials would be bothersome enough, but presented as a group within a single half-hour program, they were beyond defense. If self-restraint is to be practiced by television, a good place to begin the practice is here.

* * *

JO STAFFORD SHOW

Mon.-Fri., 7:30-7:45 p.m. on CBS Radio.
Producer-Director: Bill Brennan.
Announcer: John Jacobs.
Music by Page Cavanaugh Trio.
Writer: Glenn Wheaton.
Star: Jo Stafford.
Special Guest: Johnny Mercer.

JO STAFFORD
The listening is easy

THIS recent entry in the CBS Radio early evening schedule handsomely proves that in the field of music radio need never take second place to television. Miss Stafford's new venture may not revolutionize radio or popular music styles, but it is wonderfully easy listening.

Singers need not be seen to set feet tapping. The presence of voice is quite enough, without the presence of form as well, to provide enjoyable musical entertainment, particularly when the voice is as professional as Miss Stafford's and the accompaniment as skillful as the work of the Page Cavanaugh Trio.

The production of this show is unpretentious as compared with network radio programming of only a few years ago or with television programming now. The quarter-hour presentation requires a comparatively modest number of performers and hence involves comparatively modest expense. Even the canniest sponsor ought to be satisfied with the returns this show could bring with so relatively slight an investment.

Last week Johnny Mercer helped out as a guest and fitted in perfectly. Mr. Mercer, a thoroughly relaxed performer, sang a thoroughly relaxed duet with Miss Stafford, the tune being his own composition, "Blues in the Night." Another recommendation of the performance of Miss Stafford and Mr. Mercer was that they avoided getting into the kind of forced and frothy dialogue that singers are too often obliged to mouth on shows of this kind. They just talked, probably not unlike the way they would talk without a script. What is more, they talked very little.

But they sang quite a lot, and sang well. As good a word as any to use in describing this program is "pleasant."

* * *

BOOKS

BASIC ELECTRONIC TEST INSTRUMENTS, by Rufus P. Turner. Rinehart Books Inc., 232 Madison Ave., N. Y. 16. 254 pp. $4.

THIS book discusses the construction, operation and use of basic television, radio and electrical testing and measuring instruments employed by the technician, the radio and TV service man, the hobbyist and the engineer.

It abandons emphasis on the constructional viewpoint treated in an earlier work, *Radio Test Instruments*, by the author, who is a registered professional engineer. *Basic Electronic Test Instruments* is well illustrated with charts, diagrams and photographs.

* * *

SEVEN COPYRIGHT PROBLEMS ANALYZED. Presentations delivered before the Copyright Institute of the Federal Bar Assn. of New York, New Jersey and Connecticut, Oct. 15 to Dec. 10, 1951. Commercial Clearing House, 214 N. Michigan Ave., Chicago 1. 184 pp. $3.

IN this paper-bound booklet legal experts discuss seven aspects of the law of copyright and developments up to the date the presentations were made. Three of the discussions include: "The Law of Broadcasting" by Joseph A. McDonald, NBC treasurer and former ABC vice president and general attorney; "Public Performance Rights in Music and Performance Right Societies," by Herman Finkelstein, ASCAP general attorney; "Business Practices in the Copyright Field," by Robert J. Burton, BMI vice president and counsel.

* * *

MORE POWER FOR YOUR CHURCH, by Willard A. Pleuthner, with introduction by Dr. Norman Vincent Peale. Farrar, Straus & Young Inc., 101 Fifth Ave., New York 3, N. Y. 408 pp. $3.75.

AS explained in an early chapter, this book is a "collection of ideas . . . a church promotional manual, or ecclesiastical sales tool, or religious advertising plan-book, or guide to tested and proved evangelism."

A 16-page chapter on "Radio and Television" details the use of the media by various churches, emphasizing the best uses and do's and don'ts.

* * *

A TELEVISION POLICY FOR EDUCATION, edited by Carrol V. Newsom, Associate Commissioner for Higher Education of New York State. American Council on Education, 1785 Massachusetts Ave. N. W., Washington 6, D. C. 285 pp. $3.50.

THIS volume is a compilation of the proceedings of the Television Programs Institute held April 21-24, 1952, at Pennsylvania State College under the auspices of the American Council on Education.

AKRON'S
TOP
STATION

TOPS IN RADIO

© 1949 WACKER
Always out in front!

WAKR
TOWERS OVER AKRON

COMING!
WAKR-TV
Akron's
FIRST
TV
Station
ch. 49

© 1949. SUMMIT RADIO CORPORATION

5000 WATTS ● ABC ● Represented by WEED & CO.

UHF pylons

Adjustable Beam, High-Gain TV Antennas

Check these 9 features

Any power to 1000 KW

RCA UHF Pylons have ratings suitable for any transmitter power up to 50 kw... and for an ERP (Effective Radiated Power) up to 1000 kw.

Power gains up to 27

RCA UHF Pylons can be furnished with gains in the order of 3, 6, 9, 12, 21, 24 and 27.

Adjustable beam tilt

The "Beam Tilt" of the RCA UHF Pylon is a "built-in" feature. Easily adjusted in the field, you are assured of best possible coverage and maximum vertical pattern reinforcement. Mechanical "beam tilt" by leveling plates—electrical "umbrella" effect by sliding transmission line fitting.

Near perfect circularity

With the RCA UHF Pylon, you get equal signal in all directions. The measured and theoretical patterns are within 1% of a perfect circle!

No protruding elements

Nothing "sticks out" from the RCA Pylon. The smooth surface of the pipe itself is the radiator. There's nothing to bend or break under ice or wind load.

No tuning adjustments

The RCA UHF Pylon is "custom tuned" for your frequency—in the RCA plant. You put it up, connect the line, and throw the switch! Absolutely no tuning required.

Null fill-in

High-gain antenna measurements show the first null filled in about 10%—satisfactory for all except unusual mountain top locations. See the curves below.

Special matched transmission line

No UHF antenna will function properly unless the transmission line closely matches the antenna. RCA supplies *specially designed* lines, not available anywhere else. Factory tests on this line show VSWR better than 1.05 to 1.0.

Complete accessories available

RCA can supply transmission line fittings, towers, directional couplers, signal demodulators, UHF loads, wattmeters, filterplexers—all *specifically designed* to work with the UHF Pylon.

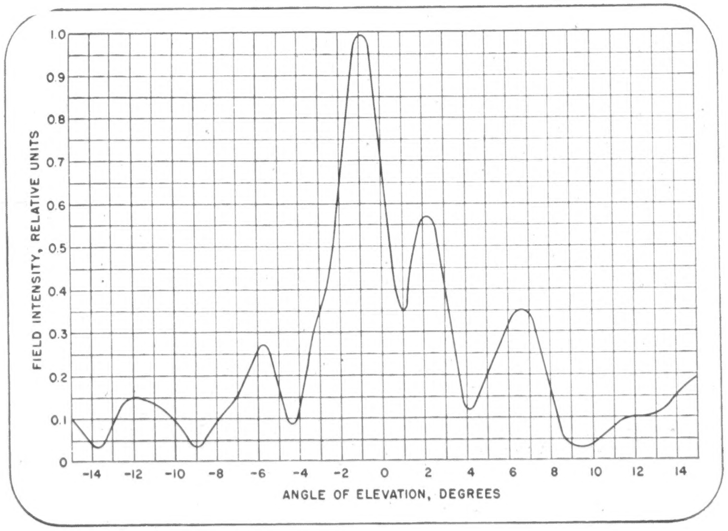
REMEMBER! *Only by having everything matched* from transmitter to antenna can you be sure of results. Why take a chance? Call your RCA Broadcast Sales Representative.

chanical "beam tilt" by leveling plates—electrical "umbrella" effect by sliding transmission line fitting.

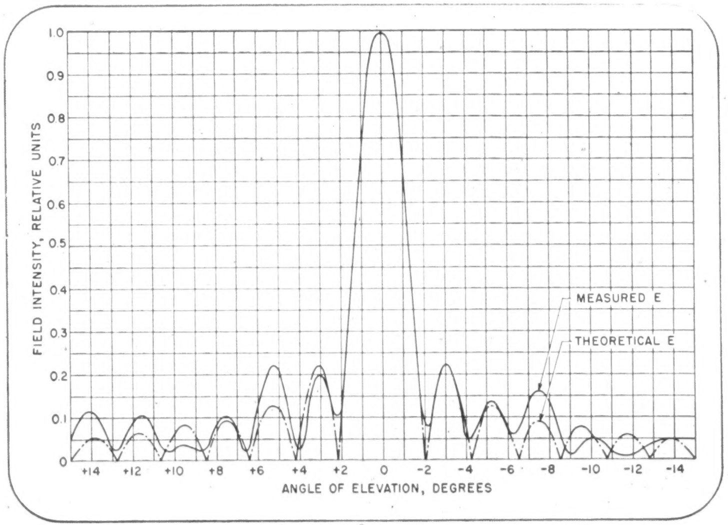
Null fill-in

High-gain antenna measurements show the first null filled in about 10%—satisfactory for

matched from transmitter to antenna can you be sure of results. Why take a chance? Call your RCA Broadcast Sales Representative.



Typical measured vertical field pattern of a UHF Pylon. Phasing adjusted for 0.92° pattern tilt.



Typical calculated and measured vertical field pattern of a UHF Pylon. Channel 75 (838 Mc).

RCA's UHF Pylon

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.

IN THE
Upper Midwest...

KSTP-TV
Now
Reaches
Over a
Million
People
Regularly
With Its
New
100,000
Watts!

– NBC –

KSTP-TV
NBC
REPRESENTED
BY
EDWARD PETRY and COMPANY
100,000 WATTS
MINNEAPOLIS - ST. PAUL

our respects

to JOSEPH A. OUIMET

JUST 20 years before Canada began telecasting, in 1932, Montreal saw its first video when 10,000 persons filed by a demonstration set at a large department store.

The man who staged the show was Joseph Alphonse Ouimet, a young graduate electrical engineer. Mr. Ouimet was largely responsible for telecasting's start in September 1952 at Montreal and Toronto. He has been general manager of the Canadian Broadcasting Corp. since Jan. 1.

Mr. Ouimet at 44 is the fourth and youngest man to head CBC, publicly-owned broadcasting organization. He joined CBC when it was created in 1936, succeeding Canadian Radio Broadcasting Commission, which Mr. Ouimet joined in 1934.

As CBC general manager he also will deal with all other broadcasting and telecasting, since CBC regulates the industry. He was assistant general manager for a year before succeeding Donald Manson in the top CBC post.

Science Interest

Born in Montreal June 12, 1908, Al Ouimet at an early age began devouring books on science and kept a laboratory at his home during high school. At McGill U. he studied electrical engineering because it was claimed to be the toughest course, and headed his class upon graduation at 24.

The young Mr. Ouimet, largely because of his brilliant college record in engineering studies, was one of only three in his graduating class of 19 who managed to get a job upon leaving college during depression-ridden 1932.

In this critical year he joined Canadian Television Ltd., which staged the department store TV demonstration, resulting in orders for 100 sets. But the firm's resources were limited and he lost his job when the company disappeared.

When CRBC was set up in 1933 to nationalize Canadian broadcasting, he was hired as a research engineer and went along with the change to CBC in 1936.

He was promoted in 1937 to operations engineer in charge of technical operations and maintenance. When in 1939 the late King George VI and Queen Elizabeth visited Canada, Mr. Ouimet had the job of arranging technical details for broadcasting during the tour across Canada and to Washington.

CBC in the meantime had grown to a number of 50 kw stations and was planning more such stations in key areas to give national coverage.

In 1941 he became supervising engineer, overseeing during the next eight years the expansion of the CBC stations and construction of repeater stations in remote areas.

He also looked into FM possibilities and after the war investigated TV, becoming chief engineer and co-ordinator of television in 1949. When the government decided only CBC would operate TV stations in the beginning, he lined up major city stations and production centers and staffs.

Faces TV Decisions

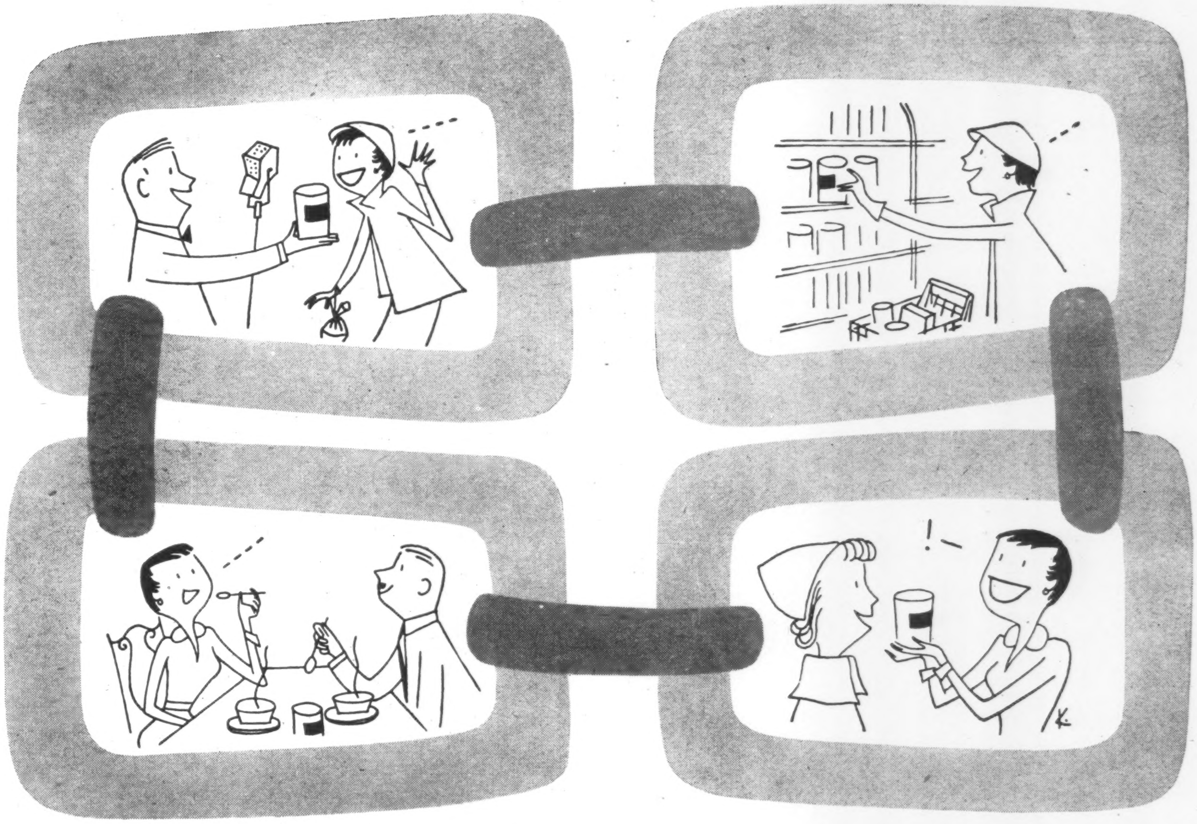
TV will be one of Al Ouimet's major problems, for the government is lending CBC $5 million to build TV outlets at Winnipeg, Halifax, Ottawa and Vancouver. Government policy also calls for privately-owned stations, when they begin, to use a percentage of CBC national programs. The big building program should please Mr. Ouimet's engineering skill, but he also will be called upon to draft regulations on programming and advertising content for independent TV stations, and he must see that CBC develops national programs for the independent stations.

When Mr. Ouimet is not busy with radio and TV he spends time with his wife, the former Jeanne Provost, whom he married in 1935, and their daughter, Denise, 14. In the Laurentian Mountains north of Montreal is his summer home, built by the family, and which is equipped with a TV set and antenna so he can keep check on CBFT (TV) Montreal. He likes to play a game of tennis when he gets the time.

Speaks Both Languages

Al Ouimet is bilingual, equally at home when speaking English or French. He makes friends easily, is soft-spoken and is a hard worker. He is the Canadian member of the International Television Committee established in the U. S. to set up standards for TV receivers and antennas.

He also is vice president of ITC's social and cultural study committee. He belongs to the Institute of Radio Engineers, Engineering Institute of Canada, Corporation of Professional Engineers of Quebec and Canadian Radio Technical Planning Board.



OPERATION Chain Action

A MIGHTY ADVERTISING-MERCHANDISING PLAN

A chain of hard-hitting selling operations all pushing your product in a unified promotion. You get powerful radio advertising with a big merchandising plus . . . 217 food stores and super markets guarantee you prominent point of sale displays. Operation Chain Action means business . . . for you!

RADIO BALTIMORE

WBAL

NBC IN MARYLAND

Nationally Represented by EDWARD PETRY & CO.

CLEVELAND'S
Chief
STATION
WJW
5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H-R REPRESENTATIVES

. . . *Still Going*

A coffee account, using KGW, increased sales in this area 42 per cent.
FOR SALES RESULTS USE KGW
Economical and efficient medium for covering the mass market.
KGW
on the efficient 620 frequency
PORTLAND, OREGON
REPRESENTED NATIONALLY BY
EDWARD PETRY, INC.
AFFILIATED WITH NBC

OPEN MIKE

Restyling (Cont.)

[EDITOR'S NOTE: Comments on the restyling of BROADCASTING • TELECASTING have continued to arrive in such gratifying abundance that the editors feel justified in publishing a few more. The editors wish to thank all who have written, wired or telephoned.]

* * *

EDITOR:

I have just read with great interest your first copy of BROADCASTING • TELECASTING and hasten to congratulate you on a very nice job. Especially do I like the new typographic format where you tone down headlines and give a lot more spot news . . .

Arthur J. Kemp
Vice President
McCann-Erickson
New York

* * *

EDITOR:

After skimming through a copy of the "new" BROADCASTING • TELECASTING, I feel moved to tell you that it's an even better book than ever. I find the visual format appealing and the new arrangement of editorial matter much more rewarding . . .

Murray Firestone
Director of Radio and Television
Ernest William Greenfield Adv.
Philadelphia

* * *

EDITOR:

The first issue of your restyled BROADCASTING • TELECASTING has been thoroughly "thumbed through" and read from cover to cover.

Congratulations! I hesitated to tell you before that I didn't quite think your previous format was orderly. I do so now because you have accomplished the very things that I would have wished you to do. I am sort of a crank on advertising layouts and type. These fetishisms of mine are no less true for magazines than for other forms of printing. And so I thought I ought to write you just how I feel.

This little letter is simply to tell you that I like your new dress. Let's put it at the head of the "Ten Best Dressed Magazines of the Year."

Edward J. Noble
Chairman of the Board
ABC, New York.

* * *

EDITOR:

Your January 19th issue of BROADCASTING • TELECASTING arrived Wednesday and I read it from cover to cover Wednesday night. I liked everything about it including the editorials (which is unusual for me) except the statement on page 3 over your signature, ". . . It is as new as the transistor."

If I remember correctly, the transistor was a development of the Bell Laboratories about 1945. I suspect that the new type face used in printing your magazine is newer than the transistor. Perhaps the type face isn't as new as the recent promotion the transistor has been getting in some quarters.

Wayne Coy
President
KOB-AM-TV Albuquerque, N. M.

EDITOR:

. . . As an amateur typographer please accept my congratulations on the new BROADCASTING • TELECASTING. Bold, neat, tremendous impact visually, and a real modern tendency to make the page scan. (Who taught your printers to justify? And space? Almost "hand set" stuff!)

I was particularly pleased with your page 27, which has the simplicity and right hand margin "coolness" (my word for it) that in my own work I have tried to achieve. Your publication is the first effective use of this I have seen in a commercial magazine.

Editorially it is a better presented piece, with some ingeniously arranged sectionalizing, your readers won't get lost in the amazing amount of information you have given them. . . .

Don V. R. Drenner
Engineer
KGGF Coffeyville, Kan.

* * *

EDITOR:

My heartiest congratulations on the splendid job you have done in "face lifting" the format of BROADCASTING • TELECASTING magazine. It is splendid. I haven't a single complaint or suggestion. It's an excellent presentation of the news of the industry from all angles.

I shall now, more than ever, look forward to my Monday morning mail.

John H. Mitchell
General Manager
WBKB (TV) Chicago

* * *

EDITOR:

. . . It's an excellent job of up-to-the-minute editorial design—with very legible text type arranged in easy-to-read column widths. Am sure the change will result in more thorough readership, thereby giving your advertisers a worth while bonus.

One adverse comment—but constructive, I hope. I note your main heads are much bolder much better, too—than you showed in your specimen issue. Page 9 is excellent. But moving over to your regular news pages—Page 27 and beyond—there is still room for more wallop, either in those main headings or in the little summary that precedes each article. I don't mean bigger size of type—just bolder, thicker letter. . . .

Robert Ames
Capitol Airlines Liaison Exec.
Lewis Edwin Ryan Adv. Agency
Washington, D. C.

* * *

EDITOR:

The new BROADCASTING • TELECASTING format is terrific. Just as smart and modern and effective as the Industry it represents.

Smartest looking trade paper on the shelf.

John Esau
Vice President
KTUL Tulsa

* * *

EDITOR:

Congratulations! The new format is in keeping with BROADCASTING • TELECASTING's best tradition in reporting the news just as quickly as it happens.

Harry W. Witt
Western General Manager
Calkins & Holden Carlock-McClinton & Smith
Los Angeles

EDITOR:

The new format and styling of BROADCASTING • TELECASTING is even better than you indicated it would be. Again I feel the need to express my personal appreciation for the outstanding service you and your staff are rendering to our industry.

George M. Burbach
General Manager
KSD-AM-TV St. Louis

* * *

EDITOR:

Greatly disappointed with the new make-up of BROADCASTING • TELECASTING, my favorite mag.

Find that it is now difficult to read. Hope I am in the minority.

R. P. Adams
President
KUTE Glendale, Calif.

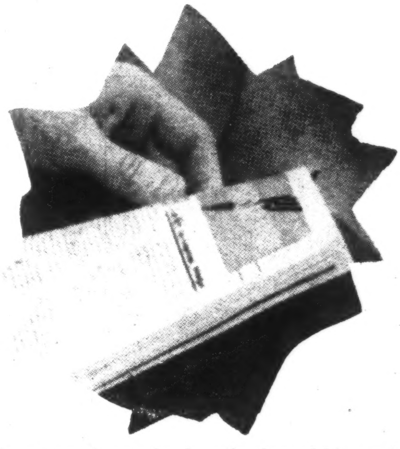
* * *

Ad Within an Ad

EDITOR:

I am sure you will agree that the gentleman in the attached ad from LIFE showed extreme good taste in the selection of his reading material for his long train trip.

You're on the safe side when you –
GO PULLMAN
COMFORTABLE, CONVENIENT AND SAFE



Just in case you missed the ad I thought you might like it for your files.

Henry A. Curth
WSB AM-TV Atlanta

[EDITOR'S NOTE: The picture was made before B•T changed to its new format.]

Miss Elaine Sloat

N. W. Ayer & Son, Inc.

630 Fifth Ave.

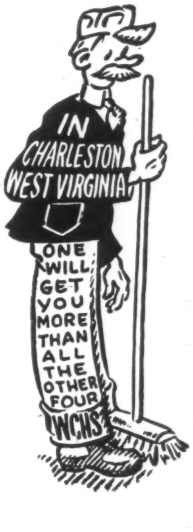
New York City

Dere Elaine:

The Hill Bros. should see the hills down here, brother. We shure gott'em and theyre full of coal which makes this here markit full of money. Of course, we got more then just coal 'cause th' chemicals here make this th' fifth biggest chemical producin' county in th' entire nation. All of thet adds up to a mighty important bunch of payrolls. Business is rilly good in Charleston. We'uns here at WCHS are rite proud thet we've got a part in it. Fer example, I heard our boss say thet local business on WCHS was 25.1% bigger in 1952 then in 1951. I guess thet's 'cause WCHS with 5,000 on 580 can rilly give results to advurtisers. Then too, we got more WVa. listeners then any othur stashun in th' entire state, so sez Mr. B.M.B. Guess I'll quit broomin' fer a while and hev anothur cup of coffee.

Yrs.,

algy.


IN CHARLESTON WEST VIRGINIA
ONE WILL GET YOU MORE THAN ALL THE OTHER FOUR
WCHS

CBS
5,000 watts
580 KC

WCHS

Charleston, W. Va.

Represented by The Branham Company

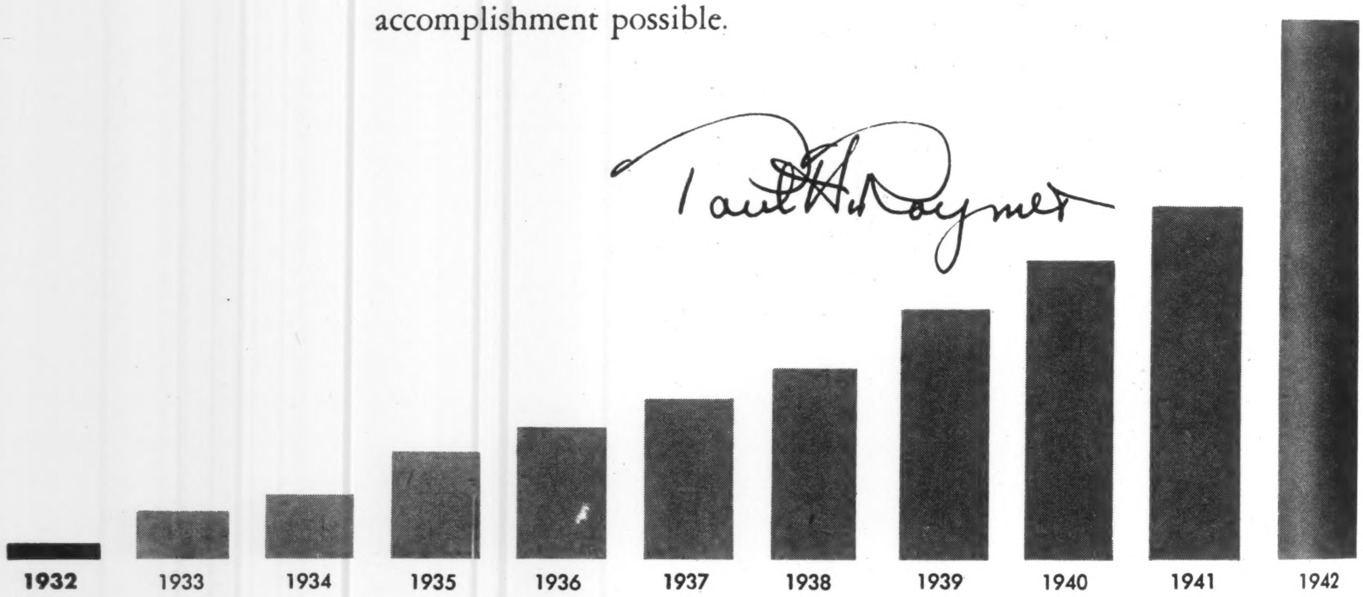
Twenty years of Progress

It's our *Twentieth Anniversary*. Here is a picture that speaks volumes for itself.

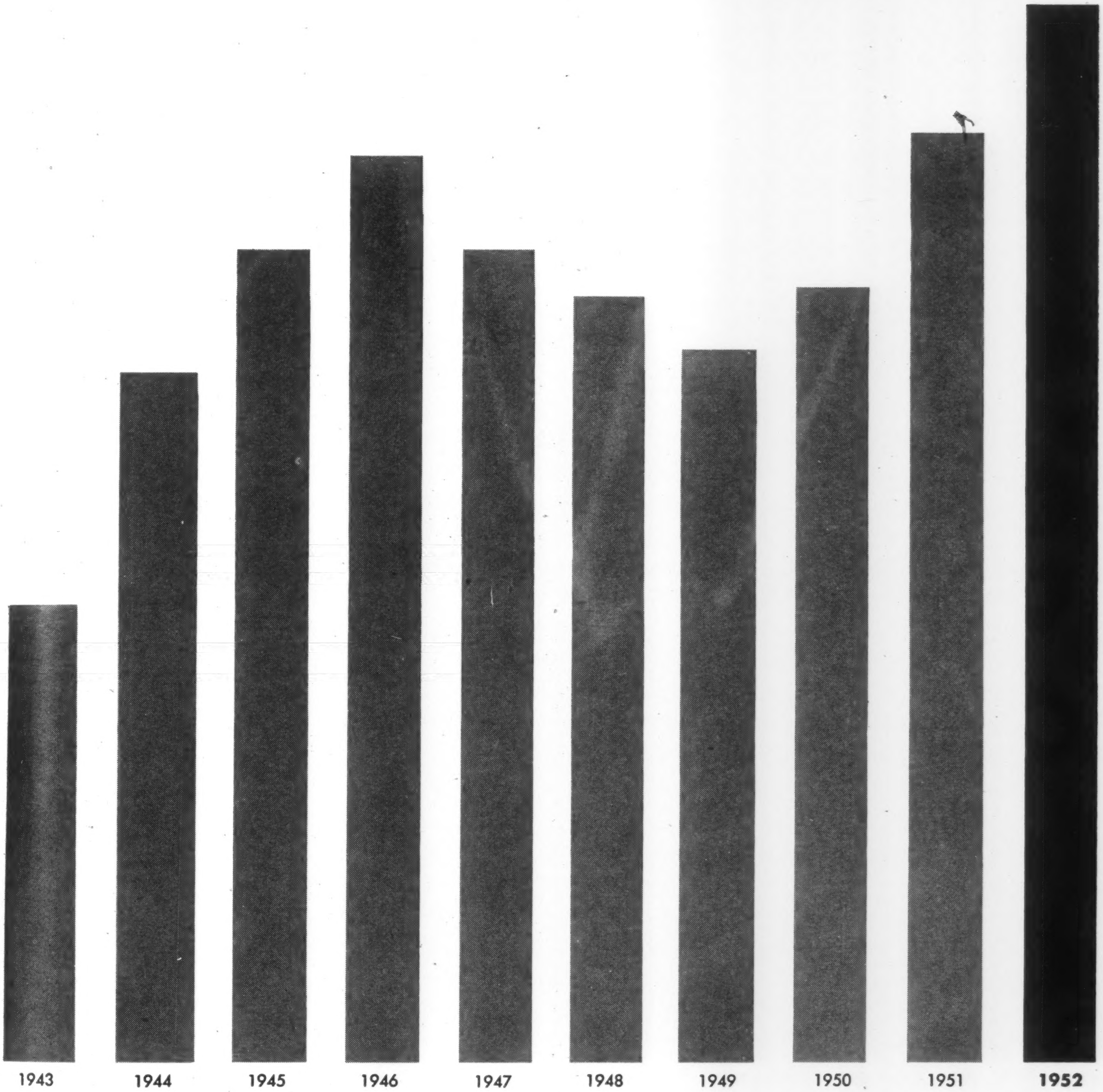
As one of the original pioneers of National Exclusive Representation, we are justly proud of this our own business record.

We have a very deep sense of gratitude to all our friends. Their faith and their business have made this accomplishment possible.

Paul H. Raymer



NEW YORK • CHICAGO • DETROIT • BOSTON •



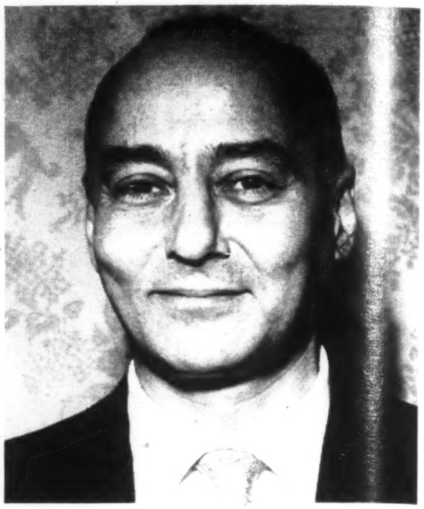
PAUL H. RAYMER COMPANY, INC.
444 MADISON AVENUE, NEW YORK, N. Y.

MEMPHIS · SAN FRANCISCO · HOLLYWOOD

140 AND STILL GOING STRONG!

- Yes . . . for the past 140 consecutive weeks, the Shell Oil Company has sponsored "Shell News" daily over WDSU.
- Shell has just renewed its contract for another 52 week schedule. We are proud of the confidence placed in our station by this sponsor...since WDSU is the sole radio salesman for Shell in the New Orleans market.
- This is but another example of WDSU's effectiveness in producing results for sponsors. We're doing it daily for our present sponsors . . . and we'd like the opportunity to show *you* additional proof of WDSU's powerful sales impact.
- Write, Wire or Phone Your JOHN BLAIR Man!

AM TV FM
WDSU
NEW ORLEANS
NBC



Marion Parsonnet

on all accounts

TWO strongly held convictions set Marion Parsonnet, president, general manager and director of Parsonnet TV Film Studios, apart from many of his fellow TV producers.

They are:

(1) New York is the best potential TV film area and

(2) All dramatic shows for television eventually must go on film.

"We're learning each day, both from the film industry and from predecessors in TV," Mr. Parsonnet says. "The two media are definitely not the same. The camera angle is the big difference in TV."

As to the advantages of New York over other locations for making movies for television, Mr. Parsonnet says: "We can get better performers here, and staging costs, outside of on-location shooting, are about 15% lower than on the West Coast. Eventually most of the filming will be done by big Hollywood producers, but the quality work will still come from the East."

Born in Newark 47 years ago, Mr. Parsonnet was graduated from Newark Academy, then attended Harvard and New York U., where he received first his BA and, in 1929, his law degree.

In 1932, Mr. Parsonnet entered radio as a program director with CBS, shifting a year later to Lennen & Mitchell as director of the radio department. Here he supervised *Dangerous Paradise,* one of the first radio serials.

In 1936, Metro-Goldwyn-Mayer lured Mr. Parsonnet into motion pictures as a writer.

Two years ago, Mr. Parsonnet returned to New York and advertising as consultant to the advertising department of Pepsi Cola. This led to television and the Faye Emerson show, then a 15-minute program, for which he persuaded the sponsor to secure its own film studio, in Long Island City, arguing the company would get its money back within a year. It did.

Asking to take over filming, then being done by March of Time, Mr. Parsonnet so integrated Miss Emerson with the commercials that she became inextricably identified in the public mind with Pepsi Cola. The same personality-product identification, a Parsonnet precept, also is being applied to *The Doctor,* which Mr. Parsonnet now is filming for Camay.

Today he supervises a production staff of 35 on a full schedule, in addition to *The Doctor,* producing *Hollywood Offbeat* with Melvyn Douglas and *American Wit and Humor* with Thomas Mitchell. This series, now starting its second 13-week cycle, is being filmed in partnership with March of Time.

What's bigger than Bunyan?

Legend of the Northwest has it that Paul Bunyan was so big he covered 24 counties in one stride... easy!

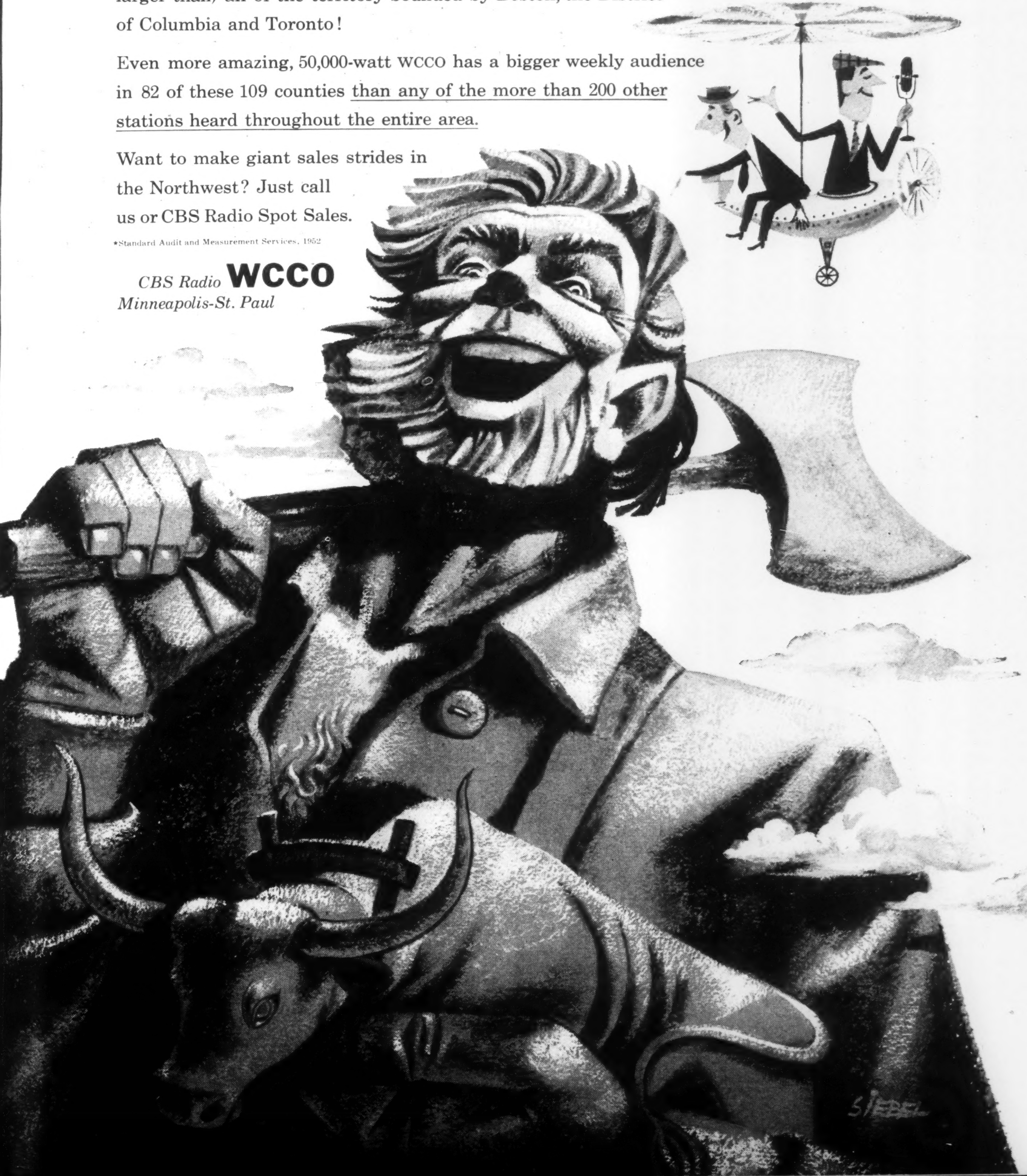
But with even greater ease (proven by the recently-released SAMS study*), WCCO covers all of 109 Northwest counties... an area comparable to (but larger than) all of the territory bounded by Boston, the District of Columbia and Toronto!

Even more amazing, 50,000-watt WCCO has a bigger weekly audience in 82 of these 109 counties than any of the more than 200 other stations heard throughout the entire area.

Want to make giant sales strides in the Northwest? Just call us or CBS Radio Spot Sales.

*Standard Audit and Measurement Services, 1952

CBS Radio **WCCO**
Minneapolis-St. Paul



Des Moines Elects

KRNT

CBS

One Of The Nation's Most Successful News Operations

HOOPER-SIZED TO . . . 77%

ANY KRNT WEEK-DAY QUARTER-HOUR NEWSCAST IS THE HIGHEST-RATED NEWSCAST IN DES MOINES

- KRNT's first quarter-hour news at 7:15 a.m. gets a whopping Hooper of 12.5 with 77.4% share of the audience. Hooper proves it again and again — any KRNT week-day quarter-hour newscast is the highest-rated newscast in Des Moines. New ratings tell this OLD news-story:

Don Soliday news	7:15 a.m.	12.5	77.4% Share
Paul Rhoades news	8:00 a.m.	14.6	61.1% Share
Paul Rhoades news	12:15 p.m.	11.8	60.4% Share
Gordon Gammack news	6:00 p.m.	15.0	65.6% Share
Russ Van Dyke news	10:00 p.m.	9.2	51.8% Share

KRNT HAS HIGHEST HOOPERS MORNING, AFTERNOON & EVENING

- KRNT's huge Hoopers for newscasts insure a big buying audience for any KRNT show! Again and again, Des Moines' BIG audience day and night is delivered by KRNT, the BIG-time buy. Morning — KRNT, 43.5%. Afternoon — KRNT, 48.6%. Evening — KRNT, 39.5%. Proof again that you're right when you buy KRNT!

KRNT

DES MOINES . . .

THE
REGISTER
AND
TRIBUNE
STATION

SOURCE: C. E. Hooper
Audience Index,
November, 1952

Katz Represents That Very Highly Hooperated, Sales Results Premeditated, CBS Affiliated Station In Des Moines

BROADCASTING
TELECASTING

February 2, 1953

Vol. 44, No. 5

$7½ MILLION MARK PASSED IN BUMPER TRANSFER CROP

Climaxed by sale of KFMB-AM-TV for $3.15 million, last week saw negotiations and FCC approval of transfers involving more than $7½ million. This included Commission sanction of the $2.47 million WMBR-AM-FM-TV and $1.5 million WLTV (TV) transactions.

SOME $7.6 million in radio and TV station properties were involved last week in transfers approved by FCC or newly sold, subject to Commission approval.

Biggest transaction was the sale of KFMB-AM-TV San Diego, Calif., by John A. Kennedy for $3.15 million to J. D. Wrather Jr. and Helen M. Alvarez, owners of KOTV (TV) Tulsa. The contract, signed Jan. 24, will be tendered for Commission approval within the next fortnight.

Topping the station transfers granted by FCC last week were the following:

Sale of WMBR-AM-FM-TV Jacksonville, Fla., by Ed Norton, Frank M. King and Glenn Marshall Jr. for $2.47 million to *The Washington Post*, majority owner of WTOP-AM-FM-TV Washington.

Purchase of WLTV (TV) Atlanta, Ga., by Crosley Broadcasting Corp. for $1.5 million from John O. Chiles and other Atlanta businessmen. Crosley operates WLW Cincinnati and associated TV outlets WLWT (TV) Cincinnati and WLWC (TV) Columbus and WLWD (TV) Dayton, all Ohio, as well as WINS New York.

WMBD Stockholding

Increase in General Manager Charles C. Caley's holding in WMBD-AM-FM Peoria, Ill., from 25% to 66.67%, with John E. Fetzer acquiring other 33.33% interest from Carl P. Slane and associates, for $262,500. Mr. Fetzer is majority owner of WKZO-AM-TV Kalamazoo and WJEF-AF-FM Grand Rapids, both Mich.

Relinquishment of Howard E. Pill's 25% interest in WSFA Montgomery, Ala., for $100,000, giving negative control to R. F. Hudson, R. F. Hudson Jr. and Sebrie B. Smith.

Other transfers approved by the Commission included WOOF Dothan, Ala.; WKRG Mobile, Ala.; KCLV Clovis, N. M.; WRXO Roxboro, N. C.; KLIQ Portland, Ore.; WLCM Lancaster, S. C., and WHAP Hopewell, Va., WINL (FM) Lebanon, Ind.; WRJW Picayune, Miss.; WGIV Charlotte, N. C. (see ACTIONS OF THE FCC, page 93).

Formal applications for both the WLTV (TV) and WMBR-AM-FM-TV transfers have been before the Commission for only about a month. The WLTV (TV) bid was tendered on Dec. 24 while the WMBR request was filed Dec. 29.

Mr. Kennedy, who purchased KFMB-AM-TV about two years ago from Jack Gross for around $1 million, plans to withdraw from the broadcasting field because of his health. Previously, he disposed of the *San Diego Journal*, now merged with the *San Diego Union-Tribune*, a Copley Press property. Mr. Kennedy had been ill for some time and was under treatment, it was reported.

Both KFMB and KFMB-TV are CBS affiliates. They are housed in the newly-remodeled KFMB Bldg., a five-story structure in downtown San Diego which includes a TV theatre studio. This building, previously occupied by the *Journal*, plus adjacent property owned and under lease covering about a full block, are included in the transaction. Value is given as $1,09 million.

Included also in the $3.15 million total consideration is a $150,000 retainer to Mr. Kennedy for management consultation to the new owners during the next five years. It will be paid in equal sums during the period.

The transaction called for payment of $200,000 cash in escrow at time of signing, plus an additional $400,000 cash at time of settlement following FCC approval. The remaining $2.4 million will be paid at the rate of $20,000 per month, the balance bearing 4% interest.

It is understood that KFMB-TV grossed about $2 million during 1952.

Howard L. Chernoff, vice president and general manager of the KFMB properties, has been requested to continue management of the stations, it was reported, and all other personnel have been asked to continue with the stations. No programming changes have been planned, it was stated.

Formal application for assignment of the licenses of KFMB-AM-TV from Kennedy Broadcasting Co. to a new corporation, Wrather-Alvarez Broadcasting Co., to be equally owned by Mr. Wrather and Mrs. Alvarez, is being prepared in Washington by Leonard Marks of Cohn & Marks, radio law firm representing both buyer and seller.

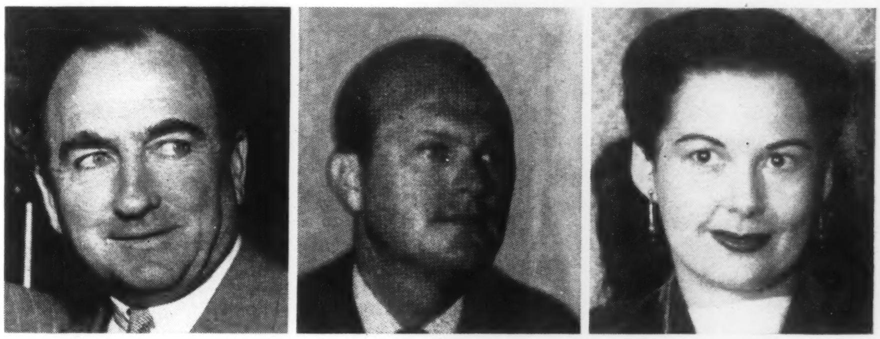
The KFMB sale was handled by Blackburn-Hamilton Co., station brokerage firm. It is understood several parties other than Mr. Wrather and Mrs. Alvarez had expressed "interest" in the property, including Time Inc., which shares ownership of KOB-AM-TV Albuquerque with ex-FCC Chairman Wayne Coy.

KFMB is on 550 kc with 1 kw directional. Application is pending for 540 kc. KFMB-TV, on vhf Ch. 8, is operating with effective radiated power of 27.4 kw visual and 13.7 kw aural. KFMB-TV began operation May 1, 1949. KFMB was founded in 1941. National representative is Branham Co.

Kennedy Broadcasting Co., according to FCC records, has outstanding 2,670 shares, held as follows: Mrs. Kennedy, 1,335 shares; Mr. Kennedy, 1,150 shares; Melva Chernoff, wife of Howard Chernoff, 50 shares, and estate of J. A. Bloch, 135 shares.

Mrs. Alvarez, general manager of KOTV, has held an interest in that outlet since the time when the majority ownership was held by George E. Cameron, principal stockholder, and John B. Hill. Messrs. Cameron and Hill sold their 85% last year for $1.6 million to Mr. Wrather and his mother, Mrs. Mazie Wrather. However, Mrs. Alvarez now owns 50% and Mr. Wrather and his mother hold the other 50%.

Mr. Wrather is an independent oil operator and maintains a business office in Dallas although his home is in Beverly Hills. He is married to movie actress Bonita Granville. Mr. Wrather also has produced several independent motion pictures and heads Wrather Television Productions, Hollywood, which filmed *Boss Lady*, summer replacement for



John A. Kennedy J. D. Wrather Jr. Helen M. Alvarez

Key figures in the $3.15 million purchase of KFMB-AM-TV

Fireside Theatre, sponsored by Procter & Gamble on NBC-TV.

Mr. Wrather and Mrs. Alvarez have pending a new TV application for vhf Ch. 11 at Little Rock, Ark., and hold 50% interest in Superior Television Inc., applicant for vhf Ch. 10 at Corpus Christi, Tex. Mr. Wrather personally has filed for uhf Ch. 44 at Boston and Mrs. Alvarez has an application pending at Sacramento, Calif., for uhf Ch. 40.

Mr. Graham

Most recent financial statement for Kennedy Broadcasting Co., including both KFMB and KFMB-TV, is dated May 31, 1952, and is contained in the license renewal file of KFMB-TV at FCC. Assets are totaled at $1,453,354.45 while liabilities are listed at $557,636.80. Capital stock included $160,000 in 7% cumulative preferred and $16,576.26 in common stock. Earned surplus was given as $269,017.90 while a gain on sale of assets was listed at $450,123.49.

The gain on sale of assets resulted from the sale of the Kennedy 48% holdings in WSAZ-AM-TV Huntington, W. Va. FCC records show that in March 1952 they sold 185 shares in WSAZ Inc. for $385,416.67 to Huntington Pub. Co., now principal owner of the station, and 55 shares for $114,583.33 to Florine Katz of New York, wife of Eugene Katz, head of the Katz Agency, national representative for WSAZ.

The May 1952 balance sheet for Kennedy Broadcasting showed cash on hand and in the bank, $25,711.06; accounts receivable, less reserve for doubtful accounts, $187,039.17; other accounts receivable, $3,693.70; cash surrender value of life insurance on lives of corporation officers, $76,784.98.

Fixed assets were listed as follows: Land, $83,014.96; AM transmitter and equipment, $53,810; FM transmitter and equipment, $9,000; AM studio equipment, $9,368.06; AM building, $15,178; TV building, $40,328.55; TV transmitter and towers, $291,260.75; TV studio and technical equipment, $148,791.52; studio and office furniture and fixtures, $18,811.83; TV truck, $4,245; autos, $9,476.95; sprinkler system, $20,000; KFMB-AM-TV sign, $960.27; leasehold improvements, $227,882.89. From the total of all but land, an amount in the sum of $152,343.91 was deducted as reserve for depreciation and amortization.

Investment Cited

Other investments were cited as $2,200 and radio and TV network contracts totaled $291,666.35. Deferred charges listed were: Unexpired insurance, $37,379.76; insurance on lives of officers, $17,362.25; prepaid rent, $10,871.99; prepaid expense, $20,860.32.

Current liabilities included notes payable, $303,372.49; accounts payable, trade, $67,216.47; payroll taxes, $7,220.98. Accrued liabilities listed were payroll, $8,368.89; payroll taxes, $2,579.87; personal property taxes, $900; federal and state income taxes (tentative), $105,326.98; interest, $4,547.24; commissions, $28,790.91; ASCAP and BMI fees, $27,962.97; expenses, $1,350.

In addition to Cohn & Marks, Kennedy Broadcasting also was represented in the transaction by the Beverly Hills law firm of Desser, Rau-Christensen-Hoffman while Wrather-Alvarez Broadcasting also was represented by the Hollywood law firm of Kaplan, Livingston, Goodwin & Berkowitz and by Ray King, Wichita Falls.

The Washington Post's purchase of WMBR-AM-FM-TV, approved by the Commission last Wednesday, is for $2.47 million cash. *The Post* is borrowing $2 million from the Riggs National Bank of Washington to effect the transaction. The newspaper owns 55% of WTOP Inc. and Publisher Philip L. Graham, son-in-law of Chairman of the Board Eugene Meyer, votes the remaining 45%, owned by CBS.

Norton's Interests

Mr. Norton held 51% interest in Florida Broadcasting Co., licensee of the Jacksonville outlets, while Mr. Marshall owned 31% and Mr. King 18%. Upon consummation of the transfer of all stock in Florida Broadcasting to *The Post*. Mr. Marshall, manager of WMBR-TV, will become president of the licensee and will direct both radio and TV operations.

Mr. Norton, former Federal Reserve Board member, has varied interests in the South, including presidency of the Coosa River Newsprint Co. and principal ownership of WAPI and WAFM-TV Birmingham. Mr. King has been among those supported from time to time for an FCC post and is an "Eisenhower Democrat."

It is believed that the Jacksonville outlets later will become a division of the Washington Post Co. with John S. Hayes responsible for the direction of general policy for all *The Post* radio and TV operations. Mr. Hayes is president of WTOP Inc., general manager of the WTOP radio and TV outlets and vice president of the Washington Post Co.

WMBR is a CBS affiliate and operates on 1460 kc with 5 kw. It was founded in 1927. WMBR-TV, assigned vhf Ch. 4, is the only TV outlet operating in Jacksonville and therefore airs all four TV networks. It began operation in October 1949. Boost in ERP from 14.8 kw to 100 kw visual was granted by FCC in mid-December.

The WMBR transfer application also showed that WMBR-TV grossed $954,591 in 1951 while AM-FM sales totaled $383,225. TV expenses amounted to $346,422 while expenses for AM-FM totaled $325,335. Net operating profit on the combined operations for 1951 was $282,833 while profit after taxes was $96,066.

In the nine months of 1952 ending Sept. 30, the application disclosed sales for WMBR-TV totaled $650,073 while AM-FM sales were $286,261. TV expenses were $327,595 and AM-FM expenses $192,284. Net operating profit on the combined operations, as of last Sept. 30, was $332,387 with profit after taxes $104,527.

WLTV (TV) is the third station in Atlanta and the last of the pre-freeze stations to begin operation, on Oct. 1, 1951. In its 13th month of operation, WLTV reported it had gone into the black [B•T, Nov. 17, 1952]. Licensee is Broadcasting Inc.

WLTV is an ABC affiliate and operates on vhf Ch. 8 with ERP of 23.8 visual. It has received a permit to boost ERP to full 316 kw, but is awaiting clearance from the Civil Aeronautics Administration respecting a new antenna site.

Howard E. Stark of New York, and the Robinson-Humphrey Co. of Atlanta, negotiated the Crosley purchase. Handling for Crosley was James D. Shouse, board chairman and vice president of Avco Mfg. Co., Crosley parent.

WLTV's Finances

WLTV's financial statement, dated Nov. 30, 1952, reported a net loss from operations for the year in the amount of nearly $127,000 but no monthly breakdown was given in the transfer request. Crosley's three-station TV division, for the 11-month fiscal year period ended Oct. 31, 1952, reported gross sales in excess of $4.4 million. During the same period, gross of $3 million was reported for WLW and $730,000 for WINS [B•T, Jan. 12].

William T. Lane, vice president, general manager and one of the former local stockholders in WLTV, will continue with the station as operating head.

RADIO'S second generation is moving in at KFEL-AM-TV Denver. Three sons of Manager Gene O'Fallon are on the job along with a son of the late Raymond Clapper, late radio-newspaper commentator, and two sons of John J. Gillin Jr., revered president of WOW Omaha who died in 1950. Front row, l to r: Pete Clapper, KFEL newsman; Gene O'Fallon Jr., KFEL-AM-FM-TV publicity and promotion director; Martin O'Fallon, KFEL salesman. Back row, Bill Gillin, KFEL-TV cameraman; Charles O'Fallon, recently released from Air Force and planning to return to college, in charge of KFEL-TV mail room; Johnnie Gillin, KFEL-TV camera and audio man.

ADVERTISING'S ROLE IN ECONOMY DETAILED BY JWT'S ARNO JOHNSON

Debunking fears of a recession, Arno H. Johnson, J. Walter Thompson Co. vice president, tells Washington businessmen America can, with aggressive advertising and selling to create the demand, produce a third more than at present.

ADVERTISING and aggressive selling are the answers to the problem of maintaining an expanding national economy and a higher standard of living for Americans. Only imaginative and continual selling can expand consumer markets to balance a declining economy caused by reduction of government expenditure for defense and unemployment.

These precepts were expounded last Tuesday in Washington by two authorities on marketing and selling. They are Arno H. Johnson, vice president and director of media and research for J. Walter Thompson Co., New York, and Benjamin H. Namm, president of Namm-Loeser's store in Brooklyn and former president of the National Retail Dry Goods Assn. They spoke at a day-long session at the Shoreham Hotel sponsored by the Washington Board of Trade on the general business outlook.

Mr. Johnson noted a lag between actual production and what can be produced. Setting a goal of one-third higher production, Mr. Johnson said the country can enjoy a 10% increase in both standard of living and production of goods even while meeting 1953 defense requirements.

Expanding Economy Predicted

The speaker detailed six pressures, described as "largely hidden," and nearing "explosive strength," which are forming to force an expanding economy:

1. People now have 53% of their income, after taxes, to dispose of as they will, whereas in 1940 the figure was 35%.
2. A "public outcry" is imminent against the teacher shortage, inadequate school facilities and inferior housing accommodations, provoked by increased birth rate.
3. Demands are rising for higher living standards.
4. Demands are increasing for new housing.
5. Some 72% more cars, trucks and buses are on the streets now than in 1940, putting added pressure on roads, streets, garages and parking facilities.
6. A drop of 7½ million farm workers since 1940 and a total shift of about 14 million to the non-farm group will necessitate a high level of non-agricultural production and employment.

Only "courageous advances in advertising and selling pressure" can create the consumer demand which can drain off an advancing supply of consumer goods and services, Mr. Johnson said.

Advertising and selling create human wants, upon which the American economy is "largely" based. Needs or necessities assume a secondary function as the overall standard of living increases, Mr. Johnson said.

Mr. Namm, drawing the same conclusion as Mr. Johnson, saw a need for positive rather than negative thinking and action. He told Washington businessmen advertising in all media can bring disposable purchasing power from passive to active.

Money can no longer be attracted by the "old-line" advertising methods, Mr. Namm asserted, defining old line methods as those which seemed to be sufficient when they moved goods to the consumer.

"Now we must move the people to the goods," he said, urging retailers to "develop our own jet propulsion."

Mr. Johnson and Mr. Namm participated in a panel discussion before luncheon with Hulbert T. Bisselle Jr., executive vice president of Riggs National Bank; Frank E. Weakly, president, Washington Properties Inc.; George Burrus, president, Peoples Drug Stores Inc.; Philip M. Talbott, senior vice president, Woodward & Lothrop Inc., and Frank A. Bell, B. F. Saul Co., all of Washington.

The luncheon session concerned government and its effect on retailing, with Clem D. Johnston, vice president of the Chamber of Commerce of the U. S., Southeastern Div., talking on government's effect on retailing, after an introduction by E. D. Merrill, WBT president.

The morning session was moderated by Lofton S. Wesley, conference general chairman, while Hathaway Watson Jr., program committee chairman, presided over the afternoon meeting.

The afternoon session featured a talk by Dr. Homer Hoyt, president of Homer Hoyt & Assoc. William A. Zeckendorf, president of Webb & Knapp, made the concluding talk.

D. C. Seminar Set Feb. 11

ADVERTISING Club of Washington, D. C., will sponsor separate seminars on radio, television, newspapers and direct mail, with the radio seminar set from 7-10 p.m. Feb. 11 at the Washington Gas Light Co. auditorium, according to Clayton R. Sanders, club president. Joseph L. Brechner, radio seminar chairman, will announce themes and speakers later. Date and details of the television seminar also are scheduled for later announcement.

LUGGAGE going-away gift is presented to Arnold Johnson (l), NBC Central Div. radio-TV service manager, who becomes radio facilities manager at Needham, Louis & Brorby Inc. Edward Hitz (c), the network division's radio-TV sales manager, and Thomas Lauer, Mr. Johnson's successor, wish him well.

Hess Sales Formula

INDEPENDENT retailers can boost their sales substantially in 1953 by increasing radio and television advertising at least 10%, according to Max Hess Jr., president of Hess Bros., Allentown, Pa., department store.

He told an audience at the Smaller Stores dinner meeting of the National Retail Dry Goods Assn. convention in New York last month that use of radio and TV on the community level can be an effective sales tool if the retailer "finds the right way of telling his story." Mr. Hess said he had experimented with a TV show in Philadelphia and that it had produced "results beyond anything we had hoped for."

Servel Schedules Spots For Major Markets

A RADIO-TV spot campaign in 80 leading markets, plus a million-dollar roadshow, are being combined by Servel Inc., Evansville, Ind., to show its new 1953 appliance line. Plans have been announced by W. Paul Jones, Servel president.

The company plans a $6 million advertising budget for this year, using radio, television, trade journals, magazines, newspapers and billboards. No estimate was available on the amount to be allocated to the broadcast media, but the campaign (Jan. 21 through Feb. 20) will include more than 5,000 radio-TV spots in key markets.

Two road companies are currently taking Servel's "1953 Show of Stars" to 30 cities.

Ekco Renews 'Travelers'; '53 Ad Budget Set

BROADCAST media is expected to receive about $175,000 of an estimated $1-million-plus 1953 advertising budget set by Ekco Products Co. Included are a renewal of its alternating sponsorship of NBC-TV *Welcome Travelers* for 26 weeks, and five-minute newscasts and a spot schedule on KFWB Los Angeles on a 13-week test basis.

Last year, when Ekco became the first company to set aside a million-dollar budget for housewares, it sponsored at one time or another *Welcome Travelers*, *The Goldbergs* and the *Frank Sinatra Show*.

Agency is Dancer-Fitzgerald-Sample, Chicago.

Crisp Details Techniques

TECHNIQUES in the study of television and printed commercials were discussed last Wednesday at a meeting of the American Marketing Assn. in Chicago.

Richard D. Crisp of Tatham-Laird illustrated his talk with slides. He reported that tests are currently underway to compare TV and newspaper techniques with respect to research.

Dave Robinson of Price, Robinson & Frank, commented on the strength and weaknesses of current approaches and opportunities for advertising research.

HOME SET PATTERN HELD AS RADIO AID

BAB's Sweeney tells retail ad conference addition of radios in the home has helped to offset TV inroads.

RADIO has not lost out advertising-wise to daytime television. On the contrary, its use has increased because of the growth of multiple-set homes, Kevin Sweeney, vice president, Broadcast Advertising Bureau, reports.

Addressing a two-day retail advertising conference at the Hotel Sheraton, Chicago, Jan. 24-25, Mr. Sweeney said that during 1952 retailers used more radio for advertising than ever before. He explained changing patterns auguring for less living-room but more other-room listening. Two-thirds of all homes have two or more receivers, he added.

Mr. Sweeney also noted that half of all homes have kitchen and bedroom radios, and the number of auto sets is rising. There were more than two-and-one-half times more radios than telephones. More than 70% of all homes are radio-equipped, with 80% recorded for metropolitan areas. He predicted that within 24 months, 92.4% of all cars will have sets.

The BAB executive urged retailers to match the radio audience with the merchandise, to select carefully the type of radio, use salable copy and enough radio to do the complete job.

Panel Leads Talks

A panel of radio, TV, newspaper and ad agency executives from 20 states led talks on the retail dollar. The conference concluded with a meeting in studios of WGN Chicago. Ted Weber, WGN sales manager, and J. E. Faraghan, WGN-TV program director, reviewed aspects of the TV department store dollar. Feature films were recommended for local stores because of their flexibility for commercials. Also suggested were quiz, shopping and prestige programs.

Speakers suggested entertainment shows for competitive multiple station areas, and use of local talent in "single station markets with a guaranteed audience."

Radio's pulling power was affirmed by Larry Fowler, advertising manager of Bretts store, Mankato, Minn., who reported on radio sales for ready-to-wear merchandise.

Edward D. Burgeson, retail department director, Bureau of Advertising, American Newspaper Publishers Assn., sees 1953 as a year for a "whale of opportunity, but noted the need for sound buying, merchandising and advertising to take advantage of it."

The conference will be held as an annual event. Co-directors were Budd Gore, retail advertising counselor, and Ralph Heineman, former account executive at Ruthrauff & Ryan, Chicago.

SLIDE equipment is used by Kevin Sweeney (r), BAB vice president, and Gale Blocki, manager of BAB's Chicago office, to demonstrate radio's pulling power at the retail advertising level to the Chicago ad conference.

* * *

Sweeney Asserts Advertising Is Purchasing Stimulant

DEFENDING advertising as a medium that stimulates consumer purchases, BAB Vice President Kevin B. Sweeney criticized "poor planning and inept sales training of many advertisers." He spoke last Thursday to the fifth advertising seminar sponsored jointly by the Advertising Club of Baltimore and the Women's Advertising Club of Baltimore.

Mr. Sweeney challenged the recently published statement of a general sales manager of a large automobile manufacturer who said his firm could not trace direct sales to its advertising and asserted:

"We who sell advertising—particularly media representatives and ad agency people—had better start accumulating facts, showing this $6 billion annual investment business makes each year in advertising, actually sells merchandise, often despite the advertiser and his retailer. Too many advertisers still have the pre-Civil War attitude that all advertising does is 'keep their name in front of the public.' "

Westinghouse Promotes Myers To Ad and Sales Promotion Post

SHELDON F. MYERS, sales promotion manager of Westinghouse Electric Corp.'s Consumer Products Div., Mid-Atlantic District, last week was named advertising and sales promotion manager of the Westinghouse Television-Radio Division, effective March 1. Harold S. Boxer, formerly with Freed-Eisman Co. of New York, was appointed assistant to the advertising manager.

Sales Manager J. F. Walsh, who announced the appointments, said Earl L. Hadley will continue with the division and supervise all national advertising, with particular responsibility for national television, newspaper and magazine advertising. Fred S. McCarthy remains sales promotion manager.

Westinghouse has announced this year's advertising budget will be the largest in the history of the television-radio division.

'How' Technique Ads Urged

"NUTS and bolts" selling technique utilized by some advertisers to demonstrate their products has proved "extremely effective" in TV commercials and registers high audience response, an official of Schwerin Research Corp., New York, reported last week.

Don McCollum, manager of the firm's client relations division, said the technique of demonstrating how products are developed and manufactured ranks high in Schwerin qualitative studies on remembrance, belief and acceptability to the viewer.

Mr. McCollum cited automotive, food and other advertisers as claimants to effective TV commercials because they show televiewers how products are made or tested.

PAPERS WARNED ON OTHER MEDIA

NAEA told current ad dollars of newspapers could be whittled away by others.

OTHER advertising media—printed and broadcast—will intensify their efforts to "chisel and chip away" at the ad monies that newspapers are receiving from advertisers," newspaper executives were told last week.

The warning was sounded by Stuart M. Chambers, treasurer of the St. Louis *Post-Dispatch*, at the annual meeting of the Newspaper Advertising Executives Assn. in Chicago last week. Three-day sessions were held at the Edgewater Beach Hotel Monday through Wednesday.

Warning advertising managers to be on the alert for concentrated efforts by other media to win the advertiser's dollar, Mr. Chambers called on them to drive home the contention that newspapers are "the only single medium" reaching virtually all customers of a product. Mr. Chambers is chairman of NAEA's Bureau of Advertising.

Other speakers at the meeting were Eric Johnston, president of the Motion Picture Assn. of America, and Carlyle Emery, vice president of Ruthrauff & Ryan. Theme of the conference was "sharper selling in '53."

Mr. Emery called for a multi-media campaign designed to impress upon Americans the real nature of the "free man's way of life." He suggested the use of radio, television, newspapers, magazines, motion pictures and billboards for indoctrination purposes.

Cake Mix Success

SATURATION radio spots on a market-by-market basis, supplemented later with television, have helped Duncan Hines Cake Mixes gain 10% of the national market. This was reported in Philadelphia by J. Allan Mactier, vice president of the Nebraska Consolidated Mills Co., Omaha, to members of the Poor Richard Club.

Nebraska Consolidated Mills, which is licensed to manufacture and distribute Duncan Hines cake mixes and buttermilk pancake mixes by Hines-Park Foods Inc., has gained distribution in 30 states comprising 35% of the national population in only 19 months.

When the initial advertising campaign was placed by Gardner Adv., St. Louis, at that time, total budget allowed was $25,000. Since then, advertising expenditures over the 19-month period have totaled more than $1 million, with radio and television counted in regularly with other media.

The mixes, white, yellow and devil's food, have sold successfully because Duncan Hines is a "wonderful brand," advertising and promotion have been aggressive, the product is good and the price is the same as offered by major competitors, said Mr. Mactier.

Future advertising will follow distribution growth. The company plans to open up new markets to gain national distribution and to introduce additional mixes in established markets on a city-by-city basis. Sales volume now totals about $10 million yearly, he said.

Advertisement

WHO ACCLAIMED NATION'S BEST RADIO NEWS OPERATION, FOR SECOND CONSECUTIVE YEAR

BY NATIONAL ASSOCIATION OF RADIO NEWS DIRECTORS

At recent convention of National Association of Radio News Directors, Baskett Mosse, chairman of committee judges, said: "The Medill School of Journalism of Northwestern University is happy to announce tonight that radio station WHO, Des Moines, Iowa, was selected as the outstanding radio news operation in the United States for 1952".

In presenting the award Mosse said: **"This is the first time in the history of the National Association of Radio News Directors that the awards committee has selected a radio station as the outstanding radio news operation in the country for the *second consecutive year*. I think this is an unusual honor and I know that you are proud of it and we are really proud to give it to you. Not to take anything away from the other entries in this contest, but I would like to say that your particular entry won this award by unanimous vote. Every judge on our awards committee voted for WHO as the outstanding radio news operation — 1952".**

BEST EQUIPMENT, VETERAN STAFF, BIG BUDGET

The WHO News Bureau has an impressive physical plant: six leased-wire machines; a portable battery-operated tape recorder; a telephone recorder; three short-wave monitors for state and city police and fire department broadcasts; a number of subscription services; and a library which includes several specialized news encyclopedias.

The six leased-wire machines include two Associated Press, two United Press and two International News Service machines. WHO's leased-wire service exceeds the facilities used by many of the country's leading daily newspapers; and is unsurpassed by any radio station in this section of the country. Only two of the six machines are "radio" wires — the other four bring in detailed stories known as "press" wire service. Press wire service gives lengthy accounts and the three news services bring in three different versions of the big stories around the world. This necessitates constant boiling down, rewriting and sifting of details, playing up news of local interest — all tailored to fit a split-second time period.

NINE VETERAN REPORTERS EDIT AND BROADCAST NEWS

Proud as we are of this award, we are more proud of the people on our staff who helped us win it. The WHO News Bureau is headed by veteran Jack Shelley, and includes eight other full-time men and a secretary. Eight of the men are college-trained reporters, rewriters and broadcasters, *all of whom are heard regularly on the air.* The ninth man is a specialist in political reporting. The ten people on the staff represent a total of 100 years' experience in news work. Five of the News Bureau staff have been with WHO ten or more years.

In addition to the regular full-time staff, the WHO News Bureau maintains a staff of 70 correspondents — or part-time reporters — throughout Iowa and in Southern Minnesota and Northern Missouri, heavy WHO listening areas.

TELEPHONE USED EXTENSIVELY

The WHO News Bureau uses the local and long-distance telephone extensively to supplement and verify the regular news services' coverage. Staff members check directly with peace officers and hospitals each morning to get accident reports and accident victims' conditions which may have changed since the late night news reports. In many instances, the leased-wire services do not clear this type of information until too late for a 7:30 a.m. — or even an 8:45 a.m. — newscast. Telephone checks also minimize the possibility of loss of news when events take place in remote areas, distant from a news service reporter.

STAFF WORKS TWO SHIFTS

The WHO News Bureau maintains a morning and a night shift. There is a certain amount of specialization within each shift in that one man may be assigned Washington and foreign news, another Iowa news, and a third miscellaneous human-interest stories. Whatever the assignment, the reporter stays on it for an indefinite period, building up a background for that specific job, and becoming a specialized reporter on that shift. Each shift writes its news copy especially for the men who will be airing it.

$100,000 ANNUAL BUDGET

To operate its award-winning News Bureau and to provide Iowa-Plus listeners with unexcelled news coverage, WHO spends more than $100,000 annually. This figure is believed to be one of the highest figures in the Nation.

PUBLIC SERVICE EXTRAS

In addition to its regular news services, the WHO News Bureau provides its listeners with a variety of public-service extras. These include free announcements regarding public and private meetings during periods of extreme weather conditions, up-to-the-minute reports on road and weather conditions and emergency calls on newscasts to locate families or members of families who are traveling or are visiting away from home, etc. The News Bureau has also developed a system whereby a copy of each newscast mentioning an Iowa serviceman is sent to the next of kin. This service has required the cooperation of local postmasters in many cases because of the lack of a street address or the name of the next of kin. **Management at WHO considers the public service aspect . . . the many extra "little things" that WHO does for its listening public . . . to be the difference between a routine news operation and one that is contributing to the welfare of the community. This — then — is the difference between a good news operation and the "Best Radio News Operation in the United States".**

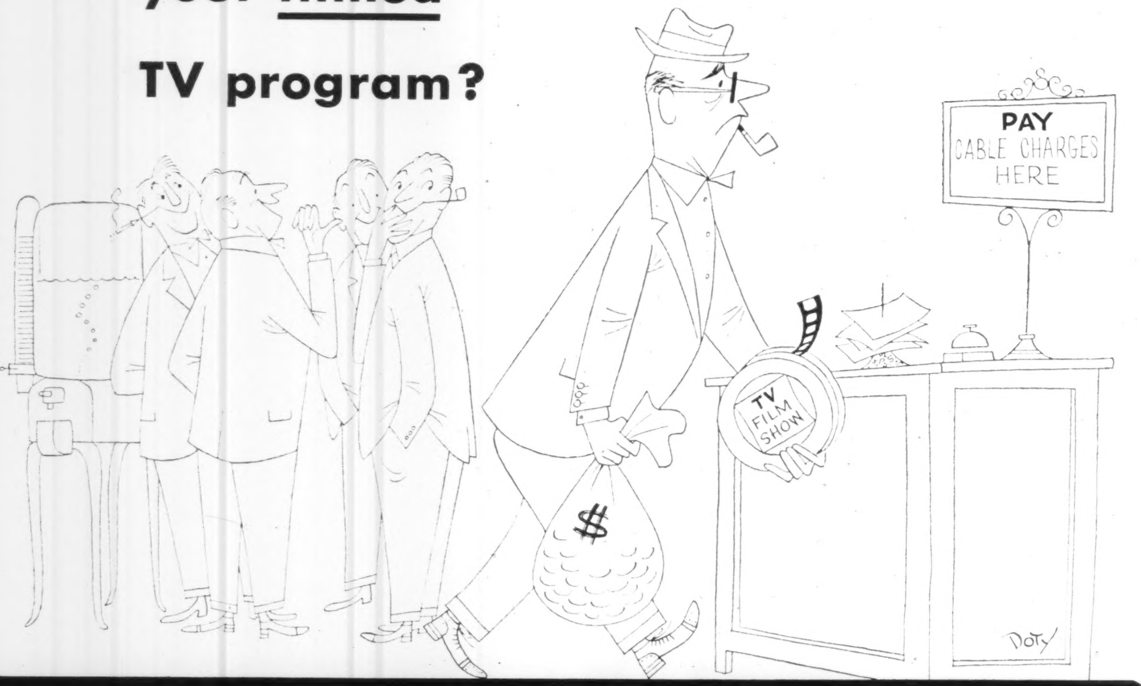
BETTER NEWS — BETTER AUDIENCES

The leadership of WHO's News Service is only one of many reasons why WHO is *Iowa's greatest advertising values.* The 1952 Iowa Radio Audience Survey, accepted by leading advertisers and agencies as a completely authoritative analysis of listening habits in this state, shows that WHO is by far the "most-listened-to" station in Iowa. Write for your copy, or ask Free & Peters.

+ WHO for Iowa Plus! +
DES MOINES . . . 50,000 WATTS
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

paying cable charges for your filmed TV program?



you can do better with SPOT—*much better*

If your TV program is on film, why pay cable charges when you can build custom-tailored coverage for your show on a Spot basis? The picture quality, of course, is constant—thanks to film. The savings in Spot time charges are enough to cover film prints, their distribution and other costs. But with Spot, you choose only the markets you want—and find that stations clear time more readily for Spot.

Get the full details from your Katz representative.

THE KATZ AGENCY, INC • *National Advertising Representatives*

488 MADISON AVENUE, NEW YORK 22, NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY • DETROIT

PRESENTATIONS of top three advertising clubs which helped most to get out the vote last fall are reviewed by the judges: Seated, Thomas D'Arcy Brophy, chairman, Kenyon & Eckhardt; standing (l to r), Clyde M. Vandeburg, executive director, American Heritage Foundation; Louis A. Novins, vice president, Paramount Pictures Corp., and Frank J. Reynolds, president, Albert Frank-Guenther Law, New York. Winners of the drive, conducted by the Advertising Federation of America and American Heritage Foundation, were: First place, Advertising Club of Boston Inc.; second, Women's Advertising Club of Chicago, and, third, Roanoke Advertising Club.

Admiral, Peter Pan to Spot Joint Promotion

DETAILS of a multi-million-dollar advertising campaign tieing in with Walt Disney's "Peter Pan" cartoon feature were announced by Admiral Corp., Chicago, last Tuesday, with radio and television playing key roles. Firm will use tie-ins with Derby Foods (Peter Pan peanut butter) under the plan.

Admiral will start the program at premieres of the picture in New York, Chicago and Washington, D. C., during February. Giveaway products will be highlighted initially in a two-page *Life* magazine ad and followed with radio-TV spots, newspaper space and dealer ads. Under the tie-in merchandising program, dealers will buy radio and TV announcements on local stations in their areas. Spots also will be aired on DuMont TV Network's Bishop Sheen program, *Life Is Worth Living*.

Derby Foods will have displays in over 20,000 grocery stores calling attention to the Admiral promotion. Peter Pan characters will be used in all advertising.

As the movie reaches peak distribution, Admiral dealers will present toy TV studios to children who bring their parents into stores for demonstrations. The play sets will include the setting, announcer and miniature models for an Admiral commercial.

D. C. Ad Council Lunch

THEODORE REPPLIER, Advertising Council president, conducted an informal luncheon session in Washington Wednesday, explaining to representatives of business groups in Washington affiliated with the council the work of the group as related to advertising, government and welfare projects. Among those attending were Harold Fellows, president, NARTB; Ralph Hardy, director, government relations, NARTB; Earl Gammons, CBS; Frank Russell, NBC; Robert Hinckley, ABC; Walter Compton, DuMont; George Wheeler, NBC.

Agency Shorts

Herbert W. Cohen Co. relocates at 18 E. 41st St., N. Y.

Roy S. Durstine Inc., S. F., moves to 156 Montgomery St.

Ayers & Assoc., Lincoln, Neb., has opened offices at 309 KFEQ Bldg., St. Joseph, Mo. Account executives in new office are **Roderick W. Fletcher** and **David P. Hornaday.**

Southern California Adv. Agencies Assn. will hold third annual conference at Hotel Del Coronado, Coronado, Calif., May 21-23.

NEW BUSINESS

Spot

Cremo Mfg Co., Phila. (marshmallow topping and spread), signs to sponsor 15-minute segment of *Howdy Doody* on WPTZ (TV) and one spot daily on WCAU-TV, both Philadelphia. Agency: Gresh & Kramer, Phila.

Comision Estatal de Turismo, Monterrey, Mex. (tourist promotion organization), planning series of spot announcements on Texas radio-TV stations. Agency: Amyx Travel Productions, Tucson, Ariz.

Network

Sun Oil Co., Phila., has renewed *Three Star Extra* over NBC radio, Mon.-Fri., 6:45-7 p.m. EST for 52 weeks. Agency: Hewitt, Ogilvy, Benson & Mather, N. Y.

Lyon Van & Storage Co., L. A., starts 10-minute segment of *Lucky-U-Ranch* on Mutual-Don Lee Network, Fri., 4:30-5 p.m. EST, for 52 weeks from Feb. 6. Agency: Smalley, Levitt & Smith, L. A.

Murine Co., Chicago (eye lotion), starts Tues. and Thurs. news broadcasts of *Sam Hayes* on Don Lee Network, 4:45-5 p.m. PST, for 16 weeks from Feb. 17. Agency: BBDO, Chicago.

Wildroot Co., N. Y., starts five-minute segment on *Jimmy Wakely Show* on 22 Columbia Pacific Radio Network stations, Mon. through Fri., 4:10-4:30 p.m. PST, for 52 weeks from today (Feb. 2). Agency: BBDO, N. Y.

General Products Corp., L. A. (Looz dietary supplement), renews *Stuart Craig Show* on 17 Columbia Pacific Radio Network stations, Sun., 10:30-10:45 p.m. PST, for 13 weeks from Feb. 8. Agency: Dean Simmons Adv., L. A.

Christian Science Publishing Society, Boston, renews *The Christian Science Monitor Views the News* over ABC radio, Tues., 9:45-10 p.m. EST for 52 weeks, effective Feb. 24. Agency: Walton Butterfield, N. Y.

Ralston Purina Co., Feed Div., St. Louis, sponsoring *The Eddy Arnold Show* over NBC radio, Sat., 10-10:30 p.m. EST. Agency: Brown Radio Productions Inc., St. Louis.

Clary Multiplier Corp., San Gabriel, Calif. (Flo-Ball pens), starts Tues. and Thurs. segments of *Sam Hayes* on 45 Don Lee Network stations, 6:45-7 p.m. PST, for 13 weeks from Feb. 17. Agency: BBDO, L. A.

Beltone Hearing Aid Co., Chicago, sponsoring *Life Begins at 80* on ABC radio, Wed., 8:30-9 p.m. EST for 49 weeks starting Feb. 18. Agency: Olian & Bronner, Chicago.

Agency Appointments

Kaiser-Frazer Sales Corp., Willow Run, Mich., appoints West-Marquis Inc., L. A., to handle Pacific Coast advertising. **Mark Lansburgh** and **Arthur M. Arlett** are account executives in L. A. and S. F. offices, respectively.

Holland Furnace Co., Holland, Mich. (home heating equipment), appoints Warwick & Legler, N. Y.

Weber Chevrolet Co., St. Louis, appoints Olian Adv., same city. Radio and TV will be used.

F. O. Pierce Co. (paint) appoints S. R. Leon Co., N. Y.

Wells Mfg. Co., S. F. (electric cooking and food packaging equipment), appoints Knollin Adv. Agency, that city.

Narrow Fabric Co., Reading, Pa., appoints Beaumont, Heller & Sperling Agency, same city.

Title Insurance & Trust Co., L. A., appoints Erwin, Wasey & Co., that city. **Arch Douglass** is account executive.

Louis Milani Foods Inc., L. A., names Arthur Meyerhoff, Chicago. Broadcast media are used.

California Frozen Foods Inc., Modesto, Calif., appoints Modesto Adv. Agency, that city.

Labo Drug Co., Chicago, appoints Irvin Rose Agency, Hollywood. Radio-TV will be used.

Super-Cold Corp., L. A. (refrigeration equipment), and **Tops Musical Enterprises,** that city, appoint Beckman, Hamilton & Assoc. Inc., L. A.

Parker's Products, Portland, Ore. (All-in-One electric hedge and garden trimmer), appoints Richard G. Montgomery & Assoc., that city.

English Ford Dealers Adv. Committee, S. F., appoints Richard N. Meltzer Adv. Inc., that city. **Richard N. Meltzer** is account executive.

Olson Baking Co., L. A., appoints Charles Mottl Adv., that city. Firm started five-minute Tues. segment of KTTV (TV) Hollywood *Jackson's Sports Shots* for 13 weeks from Jan. 27.

For famous companies . . .
exceptional results with

Industrial Film a la Kling

A shooting scene from Admiral training film, "LINES AND FINES," starring (seated) George Tobias, Sid Melton Mike Mazurki, and Hal Block.

Kling studios

***CHICAGO**
601 North Fairbanks Court
HOLLYWOOD
(Ray Patin Productions) 6650 Sunset Boulevard
NEW YORK
affiliated with Thompson Associates • 40 E. 51st St.
DETROIT
1928 Guardian Building

• SALES TRAINING

" . . . I consider the job you did on t Admiral film series, 'Lines and Fine the most outstanding training job have ever encountered. The plan, i spite of the overwhelming complexiti involving film, brochures, questio sheets, recordings and flip charts, wa so intelligently organized that it h brought tremendous response and r sults from our distributors throughou the country . . . . "

Seymour Mint
Vice President and Dir. of Advertisin
Admiral Corporatio

• DOCUMENTARY

" . . . the way you blended the widel diversified problems of our extensiv operation of over 200 chemicals and products into one flowing, beautifull photographed film, 'The Tennesse Story,' far exceeded even our greates expectations . . . "

M. H. Nabor
Vice President, Tennessee Product
and Chemical Corporatio

• SALES PROMOTION

"Here's our order for still another 25 prints of 'Health and Your Wealth.' We are getting tremendous reception in the field for your well-written and photographed film, and I know it will promote sales of Mitchell Air Conditioners."

Howard Haas
Advertising and Sales Promotion Mgr.,
Mitchell Manufacturing Co.

Advertising Knowmanship Plus
Hollywood Showmanship

Your only single source for

MOTION PICTURES • TELEVISION FILMS • SLIDE FILMS • PHOTOGRAPHY • ADVERTISING AND EDITORIAL ART • DISPLAYS • SALES TRAINING AND MAINTENANCE MANUALS

TV, RADIO MOST IMPRESSIVE MEDIA IN BOSTON, COLLEGE SURVEY FINDS

Of advertisements liked and disliked by 2,500 persons interviewed by Boston College students, 81.6% of those liked were on TV, 9.5% were on radio, with poor showing by ads in other media. But among ads disliked, 67.3% also were on TV, 24.3% on radio.

TELEVISION and radio advertising, in that order were cited as making the strongest impression on some 2,500 persons interviewed in Boston by students of Boston College's School of Business Administration.

Results of the survey have been incorporated into a booklet titled "Boston Views Modern Advertising," published by the Boston College Press. The field work was carried on by 120 college marketing students and the report written by Joseph D. O'Brien and Henry P. McDonald.

The survey showed that, among the advertisements chosen as favorably impressing the interviewees, 81.6% were TV ads; 9.5% were radio; 4.4%, magazines; 3%, newspapers, and 1.5%, in other media. On the other hand, among ads cited as disliked ("other than cigarette advertising"), 67.3% were on TV; 24.3%, radio; 3.3%, magazines; 4.2%, newspapers, and 0.9% in other media.

"This shows," the report commented, "that the medium which has the combined capacity of animated illustration plus the spoken message appeals to more senses and makes the greatest impression."

On the basis of the survey findings, the authors recommended that advertisers should give "serious consideration to television." They pointed out a sponsor can use TV "with sound assurance that he is channeling his message through the medium which consumers themselves testify more clearly and definitely impresses them."

Results of the survey, however, underscored a lack of belief in most advertising in general. Less than 30% told interviewers they pinned their faith in advertising, with the majority considering "most advertising statements to be an assortment of exaggerations."

Analysis of replies, according to the survey, showed women are less critical than men although they cited advertising of shampoos, toothpastes and beer as exaggerated. The men decried the advertising of soap products, auto-

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TELESTATUS®

Weekly TV Set Summary—February 2, 1953—TELECASTING SURVEY

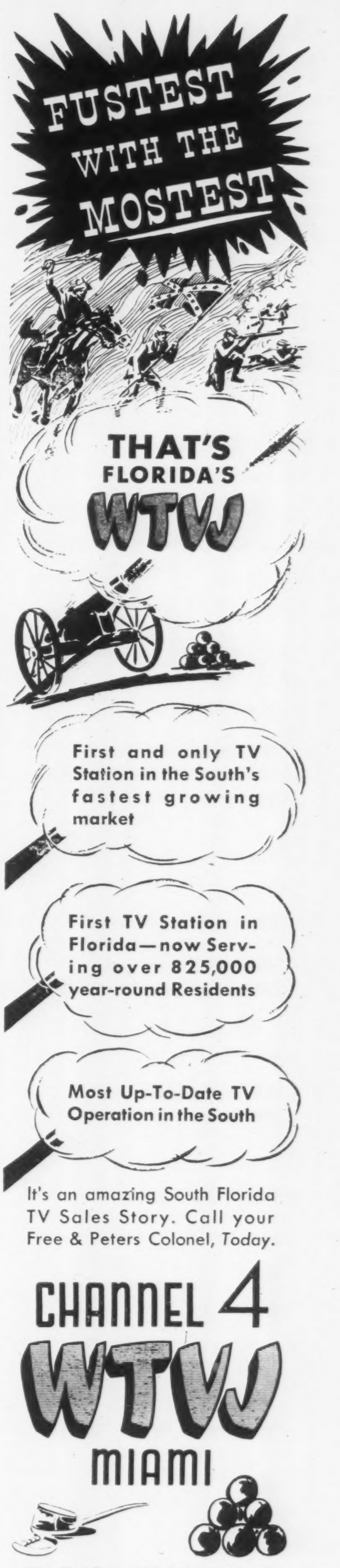
City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	16,500
Ames	WOI-TV	109,771
Atlanta	WAGA-TV, WSB-TV, WLTV	215,000
Atlantic City	WFPG-TV	5,500
Austin	KTBC-TV	18,180
Baltimore	WAAM, WBAL-TV, WMAR-TV	453,074
Binghamton	WNFB-TV	101,450
Birmingham	WAFM-TV, WBRC-TV	141,000
Bloomington	WTTV	194,050
Boston	WBZ-TV, WNAC-TV	1,002,032
Buffalo	WBEN-TV	328,419
Charlotte	WBTV	290,683
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,290,287
Cincinnati	WCPO-TV, WKRC-TV, WLWT	395,000
Cleveland	WEWS, WNBK, WXEL	711,245
Colorado Springs	KKTV	12,500
Columbus	WBNS-TV, WLWC, WTVN	274,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	225,000
Davenport	WOC-TV	166,000
	Quad Cities Include Davenport, Moline, Rock Is., E. Moline	
Dayton	WHIO-TV, WLWD	268,000
Denver	KFEL-TV, KBTV	78,198
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	817,000
El Paso	KROD-TV, KTSM-TV	....
Erie	WICU	175,550
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	225,000
Grand Rapids	WOOD-TV	223,961
Greensboro	WFMY-TV	148,391
Honolulu	KGMB-TV, KONA	12,386
Houston	KPRC-TV	224,500
Huntington-Charleston	WSAZ-TV	131,122
Indianapolis	WFMB-TV	292,000
Jacksonville	WMBR-TV	92,900
Johnstown	WJAC-TV	534,982
Kalamazoo	WKZO-TV	241,832
Kansas City	WDAF-TV	263,675
Lancaster	WGAL-TV	183,020
Lansing	WJIM-TV	123,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH, KTLA, KNXT, KTTV	1,457,058
Louisville	WAVE-TV, WHAS-TV	214,887
Lubbock, Tex.	KDUB-TV	14,999
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300
Memphis	WMCT	180,190
Miami	WTVJ	159,700
Milwaukee	WTMJ-TV	397,853
Minn.-St. Paul	KSTP-TV, WCCO-TV	329,200
Mobile	WALA-TV, WKAB-TV	....
Nashville	WSM-TV	98,168
New Haven	WNHC-TV	340,000
New Orleans	WDSU-TV	149,721
New York-Newark	WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX, WATV	3,230,000
Norfolk-Portsmouth-Newport News	WTAR-TV	152,493
Oklahoma City	WKY-TV	179,739
Omaha	KMTV, WOW-TV	154,876
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,157,000
Phoenix	KPHO-TV	67,400
Pittsburgh	WDTV	535,000
Portland, Ore.	KFTV	30,734
Providence	WJAR-TV	248,000
Richmond	WTVR	157,452
Roanoke	WSLS-TV	39,800
Rochester	WHAM-TV	164,000
Rock Island	WHBF-TV	166,000
	Quad Cities Include Davenport, Moline, Rock Is., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	106,800
San Antonio	KEYL, WOAI-TV	123,073
San Diego	KFMB-TV	166,150
San Francisco	KGO-TV, KPIX, KRON-TV	510,000
Schenectady-Albany-Troy	WRGB	250,450
Seattle	KING-TV	223,600
South Bend	WSBT-TV	8,000
Spokane	KHQ-TV	14,539
St. Louis	KSD-TV	480,000
Syracuse	WHEN, WSYR-TV	211,342
Toledo	WSPD-TV	222,000
Tulsa	KOTV	134,275
Utica-Rome	WKTV	85,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	418,147
Wilkes-Barre	WBRE-TV	....
Wilmington	WDEL-TV	128,418
York	WSBA-TV	21,000

Total Stations on Air 127* Total Markets on Air 78*

Total Sets in Use 20,710,812

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.



First and only TV Station in the South's fastest growing market

First TV Station in Florida—now Serving over 825,000 year-round Residents

Most Up-To-Date TV Operation in the South

It's an amazing South Florida TV Sales Story. Call your Free & Peters Colonel, Today.

CHANNEL 4 WTVJ MIAMI

"Git Thar Fustest With the Mostest" — Lt. Gen. N. B. Forrest, C.S.A.

mobiles and toothpastes.

As a consequence, the study noted, less than 25% of those interviewed expressed the opinion that advertising should not be subject to any form of censorship or control. Some 57% declared that censorship to curb exaggerations should come from the government, the industry itself, or an impartial board representing the public, in that order.

Less than one-third of the subjects felt that testimonial advertising emanating from prominent personalities was spontaneous or sincere. Mentioned in the favorable category were Arthur Godfrey, Kate Smith, Dennis James, Perry Como and Ed Sullivan.

Basing conclusions on the survey, the authors recommended advertising stress more factual information about products; be wary of testimonial advertising in general; "keep one eye on the consumer rather than both eyes on the competition," and encourage any organized effort "to strengthen the ethical character of advertising as a major step in substituting confidence for doubt."

Preliminary work on the survey began in January 1952 and actual interviewing covered the last week of April and first week of May 1952.

Cubs' Owner Defends TV

PHILIP K. WRIGLEY, whose Chicago Cubs have signed with WGN-TV for a 77-game telecast this year [B•T, Jan. 26], last week quoted U. S. Chamber of Commerce statistics in a survey he made to bolster his claim TV has not hurt baseball receipts.

The Cubs' owner said slumping attendance was caused by 44% fewer single persons from 18 to 30 than in 1940 and predicted the number of youths in the 18 to 20 bracket would decrease. He also blamed night baseball, which he said kept older people away. He will submit his report to Baseball Commissioner Ford Frick and the two major leagues.

Rorabaugh TV Report

NATIONAL and regional advertisers using spot television in the fourth quarter of 1952 are listed in the latest Rorabaugh report with the markets and types of commercials used. Period reported on covers October, November and December campaigns.

Majors and Minors

DECISION to conduct a survey on the effects of radio and television broadcasts of major league baseball games on attendance in the minor leagues was made at a meeting of a committee representing the major and minor leagues last week.

Frank J. Shaughnessy, president of the International League and a member of the committee, said a firm will be hired to conduct the survey. He added that its findings will be placed before a joint meeting of the major leagues, scheduled for July 14 at the time of the All Star game in Boston.

Baseball Comr. Ford C. Frick set up the six-man committee Dec. 30 to make an "intensive survey of the radio-television picture" [B•T, Jan. 5].

Benny Is No. 1 In Nielsen's AM Ratings

LEADING radio shows in number of homes reached for the week of Dec. 21-27 have been released by the A. C. Nielsen Co. Jack Benny's program again heads the evening, once-a-week list as it did for the two weeks previous [B•T, Jan. 26]. Weekday lead went to Arthur Godfrey. Complete ratings follow:

NATIONAL NIELSEN RATINGS

TOP RADIO PROGRAMS—Regular Week Dec. 21-27, 1952
Nielsen-Rating*

Rank	Program	Homes Reached (000)
	EVENING, ONCE-A-WEEK (Average For All Programs)	(2,324)
1	Jack Benny (CBS)	6,095
2	Amos 'n' Andy (CBS)	5,876
3	Charlie McCarthy Show (CBS)	5,700
4	Our Miss Brooks (CBS)	4,648
5	Lux Radio Theater (CBS)	4,604
6	My Little Margie (CBS)	4,516
7	Gene Autry Show (CBS)	3,727
8	Suspense (CBS)	3,639
9	People Are Funny (CBS)	3,596
10	Gangbusters (CBS)	3,552
	EVENING, MULTI-WEEKLY (Average for All Programs)	(1,228)
1	Club 15 (CBS)	2,192
2	Lone Ranger (ABC)	2,192
3	One Man's Family (NBC)	1,929
	WEEKDAY (Average for All Programs)	(1,535)
1	Arthur Godfrey (Toni) (CBS)	2,938
2	Arthur Godfrey (Liggett & Myers) (CBS)	2,762
3	Wild Bill Hickok (MBS)	2,587
4	Arthur Godfrey (Nabisco) (CBS)	2,543
5	Wendy Warren and the News (CBS)	2,499
6	Our Gal, Sunday (CBS)	2,456
7	Ma Perkins (CBS)	2,324
8	Romance of Helen Trent (CBS)	2,324
9	Arthur Godfrey (Pillsbury) (CBS)	2,280
10	Strike It Rich (NBC)	2,280
	DAY, SUNDAY (Average for All Programs)	(1,272)
1	True Detective Mysteries (MBS)	2,499
2	New York Symphony (CBS)	2,368
3	Martin Kane, Private Eye (NBC)	2,192
	DAY, SATURDAY (Average for All Programs)	(1,666)
1	East-West Football Game (MBS)	2,762
2	Theater of Today (CBS)	2,631
3	Fun for All (CBS)	2,280

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.

Copyright 1953 by A. C. Nielsen Company

'Lucy' First in Hooperade

FOR THE THIRD time in 1952, *I Love Lucy* (CBS-TV) took first place in all six cities covered in C. E. Hooper Inc.'s "Hooperade of Stars" for December, released last week. Five other shows placed among the top 15 programs in the six cities for that month: *Dragnet, You Bet Your Life, Colgate Comedy Hour* with Bob Hope, and *Your Show of Shows*, all on NBC-TV, and *Our Miss Brooks* on CBS-TV. Cities covered by Hooperade are New York, Chicago, Los Angeles, Philadelphia, Boston, and Detroit.

Comedy-Variety Tops Multipulse Ratings

COMEDY VARIETY programs received highest average ratings in the Multipulse network television program trends for December 1952, released by The Pulse last week. The Pulse noted that quiz-audience participation shows were the most common network program type as compared with daytime variety in Dec. 1951. Top 10 program types:

	AVG. RATING
Comedy Variety	29.6
Football	26.6
Talent	23.2
Comedy Situation	19.9
Drama & Mysteries	19.5
Boxing	18.4
Western & Serials	14.3
Music	13.6
Musical Variety	12.8
Sport News	12.2

H & R Daytime Survey

HILTON & RIGGIO, New York advertising agency, announced last week in its "What's New" bulletin that it had conducted an independent audience survey of daytime viewing in the metropolitan New York area for a client using a mid-afternoon television program.

The results of the several hundred women interviewed showed viewing as follows at these hours: 9-10:30 a.m., 21.97%; 10:30-12 noon, 34.43%; 12 noon-1 p.m., 35.16%; 1-3 p.m., 62.63%, and 3-5 p.m., 50.18%.

Of the respondents, 84.61% were married; 51% were apartment dwellers; 20.14% worked outside of the home.

Protests Subside As JWT Defines TV Study Aims

Top markets estimates were not intended as coverage data, Dibert says.

WHAT HAD SEEMED to be an incipient round of protests against J. Walter Thompson Co.'s new estimates of TV sets in major markets [B•T, Jan. 26] appeared to have dissipated last week with the realization—backed by reassurance—that the figures were never intended to be taken as coverage data.

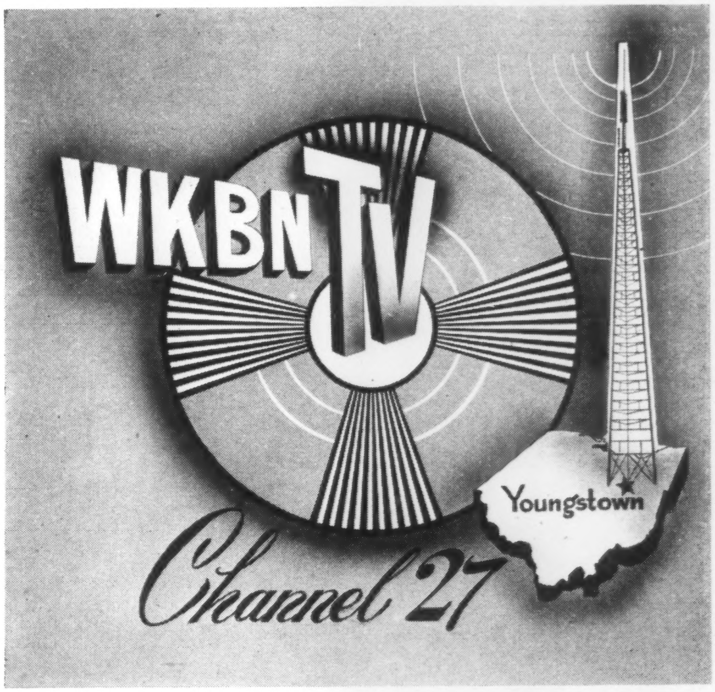
George Dibert, media vice president of the agency, under whose supervision the survey was conducted, said that when it appeared some industry members misconstrued the purpose of the figures, a paragraph which had been deleted from the original reports—because it seemed "unnecessary to say what the estimates are not"—was restored in subsequent printings. That paragraph:

> **It should be noted that this report concerns itself only with locating in terms of marketing areas the present ownership of television receivers. Since in many areas television signals are received from transmitters located in two or more different cities, no effort has been made at this time to present this data in terms of TV service area coverage.**

Only Three Complaints

Mr. Dibert said he received only three specific complaints about the report: one complaining the estimate of sets in Milwaukee was too low; one making a similar protest with respect to the Norfolk estimate, and one which contended the estimate for Atlantic City was too high. The agency is making or will make investigations in each case and then will change its estimates if changes are indicated.

The JWT study estimated sets in each of the top 162 U. S. markets as defined in "Population and Its Distribution," compiled by the agency and published by McGraw-Hill. It estimates the first 162 markets, consisting of 180 counties, had 17,414,037 TV sets (or 82.924% of the U. S. total) as of Jan. 1. Additionally, it was estimated that there are 3,180,766 sets in other markets which individually have 500 or more receivers, and 405,197 sets in markets which individually have less than 500 sets. Total for the U. S. is placed at 21 million.



Here is Youngstown's FIRST TELEVISION PICTURE

As it appeared from Youngstown's FIRST TV station

WKBN-TV Test Pattern went on the air January 6, 1953 at 5:27 A.M.—the first UHF station in Ohio, the sixth in the United States.

WKBN-TV inaugurated live studio programs with a Newscast, January 11, 1953.

WKBN-TV began transmitting network programs, January 20, 1953.

WKBN
Pioneers in Youngstown
FIRST ***in Radio***
FIRST ***in Television***

WKBN
Affiliated with
CBS • ABC • DUMONT NETWORKS
Represented by Raymer

XUM

some spots are better

For the best spot, at the right time, at the right place

er

than others

When you're in the spotlight, it's the audience response that counts! And for most advertisers late evening Radio delivers the right audience.

Millions of people listen regularly to local Radio programs during the late evening hours. Over 90% of this wide-awake audience is made up of adults . . . the *buying* population of the nation. Between 11:15 p.m. and Midnight, the stations represented by NBC Spot Sales deliver a large *adult* audience for the low rate of 45 cents per thousand *adult* listeners.

To get the sales results you want for your product, call your NBC Spot Radio Salesman.

Source: *Pulse*

representing
RADIO STATIONS:

WTAM	*Cleveland*
WRC	*Washington*
WNBC	*New York*
WMAQ	*Chicago*
KNBC	*San Francisco*

representing
TELEVISION STATIONS:

WNBT	*New York*
WNBQ	*Chicago*
KNBH	*Los Angeles*
WPTZ	*Philadelphia*
WBZ-TV	*Boston*
WNBK	*Cleveland*
WNBW	*Washington*
KPTV	*Portland, Ore.*
WRGB	*Schenectady-Albany-Troy*

lace

NBC **SPOT SALES**
30 Rockefeller Plaza, New York 20, N. Y.
Chicago Cleveland Washington San Francisco
Los Angeles Charlotte Atlanta** **Bomar Lowrance Associates*

XUM

P & G SPENDS $1 MILLION ON NOVEMBER NETWORK RADIO

Sterling Drug ranks second in top 10, with food advertisers outranking all network radio product groups. PIB data is incomplete because political convention and election return time charges were not computed.

THREE SOAP COMPANIES, four drug and toilet goods firms, two food products producers and one cigarette manufacturer comprise the top 10 radio network advertisers for November (Table I), as computed from figures on individual network program gross time charges reported by Publishers Information Bureau. As usual, Procter & Gamble Co. heads the list, as the only advertiser to purchase more than $1 million worth of radio network time (at gross rates) during the month. It spent more than twice as much as Sterling Drug, second ranking radio network client.

Tables Incomplete

Figures in Tables II (showing the leading advertiser in each category of network business) and Table III (expenditures of each category for one-month and 11-month periods) are incomplete, because of difficulty in determining gross costs of sponsored time devoted to covering the national political conventions and the election returns. These figures are therefore omitted from the tables. Addition of these time purchases will increase 1952 figures, so until they are available, care should be exercised in making comparisons between 1952 and 1951 network time purchases, particularly in the household equipment and radio receiver categories.

As product groups now stand, food advertising is the most important (dollarwise) radio network category, with toiletries second, followed by drugs, soaps, tobaccos and household equipment, in that order. This is true for both November and for January - November 1952. Automotive advertising ranked seventh in November against tenth for the 11-month period, changing places with confectionary, which stood seventh for the year-to-date but tenth in November. Miscellaneous ranked eighth in November, ninth for the year, just the reverse of gasoline, which was ninth in November, eighth for the 11-month period.

Political Advertising

Political advertising ranked 11th in November, with network radio time purchases during the three November days before election amounting to $303,785 or 17.9% of all political radio network time purchases for the entire campaign period. In the January-November period, politics was the 15th-ranking radio network client class.

* * *

TABLE I

Top Ten Radio Network Advertisers in November 1952

1	Procter & Gamble Co.	$1,336,005
2	Sterling Drug	558,593
3	Miles Labs	539,843
4	General Foods Corp.	533,983
5	General Mills	513,622
6	Gillette Co.	418,614
7	Lever Brothers Co.	365,783
8	R. J. Reynolds Tobacco Co.	360,133
9	Colgate-Palmolive-Peet Co.	330,659
10	American Home Products Corp.	323,057

TABLE II

Leading Radio Network Advertiser of Each Product Category for November 1952

Category	Advertiser	Gross Time Expenditures
Agriculture & Farming	Allis-Chalmers Mfg. Co.	$ 38,917
Apparel, Footwear & Access.	Seeman Brothers	22,102
Automotive, Auto. Access. & Equip.	Chrysler Corp.	174,985
Beer, Wine & Liquor	Pabst Brewing Co.	61,180
Building Materials, Equip. & Fixtures	Johns-Manville Corp.	63,165
Confectionary & Soft Drinks	William Wrigley Jr. Co.	130,003
Consumer Services	Electric Cos. Advertising Program	64,422
Drugs & Remedies	Miles Labs.	539,843
Food & Food Products	General Foods Corp.	527,024
Gasoline, Lubricants & Other Fuels	Standard Oil Co. of Indiana	93,649
Household Equipment & Supplies	Philco Corp.	112,360
Household Furnishings	Whitehouse Co.	63,118
Industrial Materials	U. S. Steel Corp.	123,390
Insurance	Equitable Life Assurance Society of US	72,561
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	100,765
Office Equip., Stationery & Writing Supplies	Hall Brothers	$ 83,150
Political	Citizens for Eisenhower-Nixon	90,676
Publishing & Media	First Church of Christ Scientist	11,398
Radios, TV Sets, Phonographs, Musical Instruments & Access.	R C A	78,912
Retail & Direct by Mail	Save-By-Mail	3,312
Smoking Materials	R. J. Reynolds Tobacco Co.	360,133
Soaps, Cleansers & Polishes	Procter & Gamble	972,218
Sporting Goods & Toys	Walking Doll Co.	83,427
Toiletries & Toilet Goods	Gillette Co.	418,614
Transportation, Hotels & Resorts, Industrial & Agricultural Development	Assn. of American Railroads	60,554
Miscellaneous	American Federation of Labor	95,477

* * *

TABLE III

Gross Radio Network Time Sales by Product Groups for November and January-November 1952, Compared to 1951

Category	Nov. 1952	Jan.-Nov. 1952	Nov. 1951	Jan.-Nov. 1951
Agriculture & Farming	$ 81,636	$ 690,208	$ 55,277	$ 595,679
Apparel, Footwear & Access.	64,713	341,201	23,405	566,398
Automotive, Auto, Access & Equip.	639,603	3,854,586	338,728	3,828,831
Beer, Wine & Liquor	144,265	1,965,862	171,964	3,010,391
Building Materials, Equip. & Fixtures	70,423	949,104	112,935	1,284,512
Confectionary & Soft Drinks	318,363	4,959,502	546,880	5,656,382
Consumer Services	193,576	2,040,373	171,911	2,481,240
Drugs & Remedies	1,800,201	19,014,913	1,774,595	20,406,324
Entertainment & Amusements	....	6,090	....	5,723
Food & Food Products	3,105,623	33,382,069	3,579,621	39,004,213
Gasoline, Lubricants & Other Fuels	365,759	4,733,701	444,972	5,209,795
Horticulture	....	113,151	....	96,451
Household Equipment & Supplies*	701,388	5,042,419	387,341	2,860,343
Household Furnishings	190,596	1,292,011	94,513	899,603
Industrial Materials	223,939	1,877,334	200,605	1,928,625
Insurance	229,261	3,082,179	298,209	2,975,242
Jewelry, Optical Goods & Cameras	161,120	878,007	91,380	1,056,143
Office Equipment, Stationery & Writing Supplies	83,150	576,095	80,787	599,295
Political	303,785	1,700,569	....	....
Publishing & Media	11,398	517,754	47,064	343,530
Radios, TV Sets, Phonographs, Muscial Instruments & Access.*	231,144	1,563,997	169,846	2,525,884
Retail & Direct by Mail	6,336	30,798	948	30,182
Smoking Materials	1,270,851	14,632,519	1,840,620	18,815,875
Soaps, Cleansers & Polishes	1,481,652	16,738,407	1,545,671	16,516,700
Sporting Goods & Toys	83,427	83,427	....	....
Toiletries & Toilet Goods	1,969,775	20,929,325	1,924,292	23,761,911
Transportation, Hotels & Resorts, Industrial & Agricultural Development	60,554	804,938	102,753	1,134,909
Miscellaneous	486,206	4,727,295	372,834	4,505,365
Total*	$14,278,750	$146,527,834	$14,377,151	$160,099,546

SOURCE: Publishers Information Bureau

* National Political Convention & Election Return Programs Not Included

McCollum Makes Study Of Filmed Commercials

FILM commercials do not have less sales effectiveness than live announcements, in the opinion of Don McCollum, manager of the client relations division of Schwerin Research Corp., New York, who reported a fortnight ago on comparison studies of both.

Noting a growing tendency among major television advertisers to use filmed sales messages, Mr. McCollum said his staff attempted to contrast film and live on such points as remembrance, belief and liking.

Results show that outside factors, apart from the live or film characteristic, are "much more important" in determining the commercial's success, he said.

Film Advantages

Citing advantages of film, he said it (1) enables sponsor and agency to get the message delivered exactly as they want it, (2) makes possible more polish because of "greater production capabilities," reshooting and elimination of fluffs, (3) is more adaptable for use within a program or as spots, and (4) makes demonstrations seem quicker and simpler than when handled live.

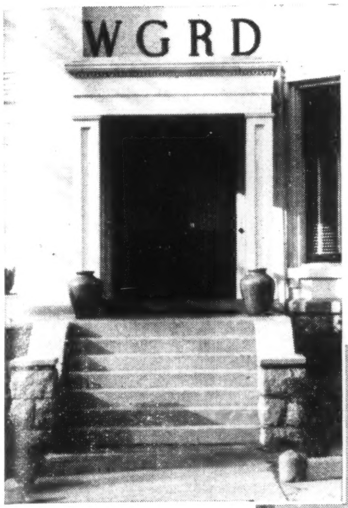
Despite the advantages of film, however, Mr. McCollum noted that filming can be overly-complicated and cluttered, resulting in loss of sales effectiveness.

New Beer TV Series

GENERAL Display Products Co., St. Louis, long a producer of merchandising and point-of-sale materials for regional brewers, has announced its entry into the television beer commercial field.

It is introducing its new video film commercial series designed for purchase on a co-operative buying plan.

Series was created by General Display and produced by Five-Star Productions, Hollywood, under the direction of Harry McMahan.



"The People's Station" appoints New National Representative . . . . . .

HELEN GILL
President, Gill-Perna, Inc.

PAUL F. EICHHORN
President, WGRD

ANNOUNCING

the immediate appointment of

Gill-Perna, Inc.

New York - Chicago - Los Angeles - San Francisco

as

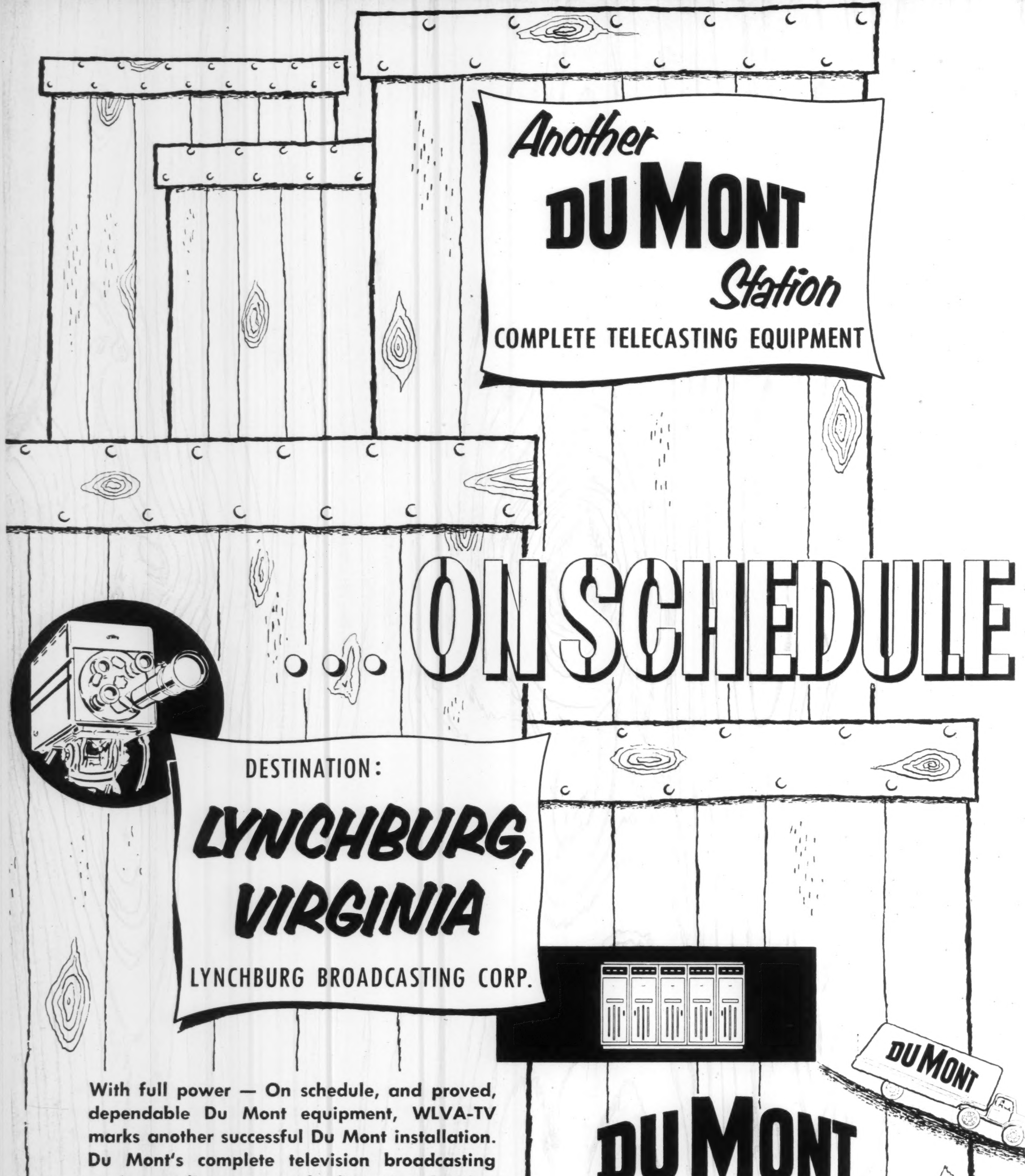
Exclusive National Representative

for

WGRD

GRAND RAPIDS, MICHIGAN

WGRD . . . where Radio Advertising in Western Michigan reaches **more** people . . . **more** times . . . for **less** money . . .



Another
DU MONT
Station
COMPLETE TELECASTING EQUIPMENT

... ON SCHEDULE

DESTINATION:
LYNCHBURG, VIRGINIA
LYNCHBURG BROADCASTING CORP.

With full power — On schedule, and proved, dependable Du Mont equipment, WLVA-TV marks another successful Du Mont installation. Du Mont's complete television broadcasting equipment line, assures the finest in television for the 296,000 families of central Virginia.

DU MONT
TELEVISION TRANSMITTER DIVISION
Allen B. Du Mont Laboratories, Inc.
1500 Main Avenue, Clifton, N. J.

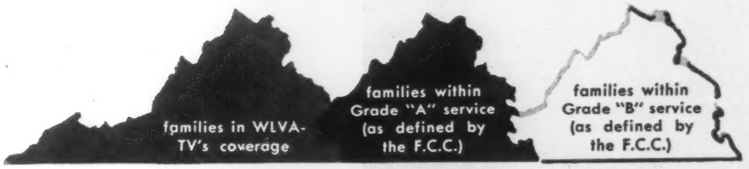
it's Full-Power* on channel 13

*28.2 KW ERP Antenna 2,092 ft. above average terrain.
The maximum power allowed for this height in Zone I.

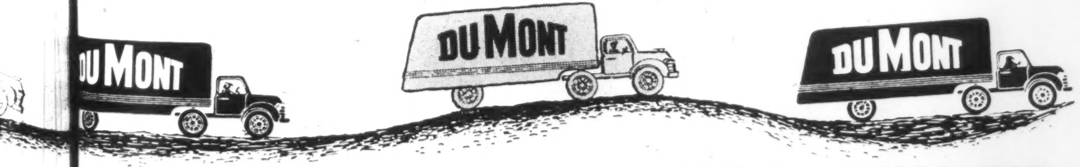
IN LYNCHBURG, VA.

covering...

CITY	AIRLINE DISTANCE	POPULATION	GRADE SERVICE
Roanoke	43.5	91,921	A
Lynchburg	11	47,727	A
Danville	57	44,658	B
Charlottesville	45.5	25,969	A
Staunton	39	19,927	A
Waynesboro	36.5	12,357	A
Harrisonburg	61.5	10,810	B
Salem	53	6,823	B
Lexington	22.5	5,976	A
Covington	48	5,860	B
Clifton Forge	39.5	5,795	A
Farmville	44	4,375	A


families in WLVA-TV's coverage
families within Grade "A" service (as defined by the F.C.C.)
families within Grade "B" service (as defined by the F.C.C.)

296,180 **84,830** **211,350**


DU MONT
DU MONT
DU MONT

WLVA, WLVA-FM, WLVA-TV

LYNCHBURG BROADCASTING CORP., LYNCHBURG, VA.

Sell this Market through the men who know it best, the owners and operators of WLVA, Lynchburg's oldest radio station . . . owners and operators of WLVA-TV Lynchburg's first and only VHF station.

affiliates . . .

CBS

DU MONT
. . . directly connected

[illegible] GEORGE P. HOLLINGBERY CO. • NEW YORK • CHICAGO • ATLANTA • SAN FRANCISCO • LOS ANGELES

Here's the REAL pitch on radio, in Kentucky!

When you strip it of all the fancy talk, the Kentucky radio story boils down to this:

55.3% of the State's total retail sales are made in Metropolitan Louisville and its satellite markets — a concentrated area covered daily by WAVE, alone!

With 5000 watts *(and 5000-watt rates!)*, WAVE gives you this important majority, plus a big hunk of Southern Indiana with another quarter billion dollars in effective buying income!

The show's going on, *now.* Join the other smart advertisers — step right up and get a front-row seat with WAVE!

5000 WATTS • NBC • WAVE LOUISVILLE

Free & Peters, Inc., *Exclusive National Representatives*

UTP Reports 17 Sales, Renewals of TV Films

UNITED Television Programs last week reported a heavy schedule of new sales and renewals on *Heart of the City*, *Double Play* and *Old American Barn Dance*.

UTP said *Heart of the City* is the second-run title of the film, which was produced as *Big Town* by Gross-Krasne, with which UTP recently merged. The feature film has been sold to WENR-TV Chicago; WHAM-TV Rochester; WJTV (TV) Jackson, Miss.; KRLD-TV Dallas; KHQ-TV Spokane; KDYL-TV Salt Lake City; KCBD-TV Lubbock; KGNC-TV Amarillo; and KKTV(TV) Colorado Springs. Renewals include KING-TV Seattle and WTVJ(TV) Miami.

Sales on *Double Play*, starring Laraine Day and Leo Durocher, have been to WDTV(TV) Pittsburgh; KCSJ-TV Pueblo; KPIX-TV San Francisco; KHJ-TV Hollywood; WKNB-TV New Britain and KGNC-TV Amarillo.

NBC Files Suit Against Jerry Fairbanks

FORECLOSURE of a chattel mortgage and public sale of a block of TV films is requested in a suit filed by NBC in Los Angeles Superior Court last Tuesday against Jerry Fairbanks, Hollywood producer.

Named also as defendants are Jerry Fairbanks Inc., Walter E. Heller & Co., investment brokers, and Republic Pictures, owners of Consolidated Labs., where the negatives are stored. The suit charges that Fairbanks gave NBC 20 promissory notes totaling $175,000 in February 1952, and that he has made only three of the agreed-upon monthly payments of $8,000.

NBC wants the court to appoint an officer to sell the TV films, which include 26 (20-minute) *Public Prosecutor*, 195 (5-minute) *Crusader Rabbit* cartoon shorts, 26 (half-hour) *Uncle George*, and 13 (half-hour) *Jackson and Jill*.

Loew's Asks $500,000 In Film Contract Suit

LOEW'S Inc. has filed a $500,000 breach of contract and injunction suit in Los Angeles Superior Court to halt telecasting of 18 Harmon-Ising cartoon shorts originally made for M-G-M and theatrical release.

Defendants are Harmon-Ising Productions, Hugh Harmon, Rudolf Ising, Sterling Television Co. Inc., Cornell Films, KTTV (TV) Hollywood and Paramount Television Productions Inc., operators of KTLA (TV) there.

Contending the cartoon company made the shorts for M-G-M during 1934-35-36, and the studio still controls all rights, the suit asks the court to determine damages under an infringement of copyright claim.

Complaint cites that the films, through undisclosed means, were turned over to Cornell Films, which gave distribution rights to Sterling Television Co. Telecasts of films were made on the stations involved, the suit charges.

Offers German Films

CATALOG of more than 4,000 German motion pictures over which the Attorney General of the U. S. has jurisdiction has been published by the Office of Alien Property of the Dept. of Justice.

Pictures may be licensed on royalty basis for television, theatre and other exhibition upon application to the Office of Alien Property.

OIL portraits and watches go to 25-year members of The Jam Handy Organization, Detroit, from Jamison Handy (l), president of the film company. Those cited at a special anniversary program last week were (facing Mr. Handy, l to r) Walter Wilhelm, motion picture film librarian; Hal F. Connelly, non-theatrical supervisor of Chicago distribution; Frank A. Gauntt, account executive, and William G. Luther, vice president in charge of automotive.

Sales

Purity Biscuit Co., Salt Lake City, has signed a 26-week contract with **United Television Programs** to sponsor **Bing Crosby Enterprises'** half-hour dramatic *Counterpoint*, in Salt Lake City, Tucson and Phoenix.

* * *

Luer Packing Co., Vernon, Calif., has started half-hour weekly *Luer Theatre* on KNBH (TV) Hollywood for 26 weeks from Jan. 29. The series was filmed by **Bing Crosby Enterprises.** The agency is **Dan B. Miner Co.,** Los Angeles.

* * *

Pickwick Pictures, Hollywood, 1350 N. Highland Ave., has been formed by partners **Arthur Piantadosi Jr.** and **Tom Armistead,** formerly producer and director, respectively, with Bing Crosby Enterprises. The firm, in which **Al Schatz,** industrial film producer, also is a partner, will produce TV commercials and announcements for industrial and education markets.

* * *

Already completed are four one-minute films shot in 35 mm Ansco Color for **Kerr Glass Mfg. Co.,** Los Angeles, featuring radio actors **Mel Blanc** and **Hy Averback,** and six spot film announcements, for **Greene-Haldeman Co.,** Los Angeles Chrysler-Plymouth distributors, to be used on KNBH (TV) Hollywood *Dangerous Assignment*. Agency on both accounts is **Creamer & Co.,** Los Angeles.

Distribution

Major Television Productions Inc., film distribution firm, has transferred its sales headquarters from Culver City to New York, at 1270 Avenue of the Americas. **Robert Guggenheim,** general manager, has resigned.

Availabilities

CBS-TV Film Sales has acquired the national and syndication rights to *Annie Oakley and Tagg*, new half-hour TV film series produced by **Flying A Productions Inc.,** Hollywood. The pilot film already has been completed.

Production

Victor Kayfetz Productions, New York, has completed the first two of 13 TV films on recreational boating for the **National Assn. of Engine & Boat Manufacturers.** They will be released for television within the next 30 days.

* * *

Cosman Productions, Hollywood, starts production on a second group of 13 half-hour films in *I Am the Law* TV series this week at Motion Picture Center. The series stars **George Raft** and is sponsored on a regional basis.

* * *

Filmcraft Productions, Hollywood, has signed **Robert Nathan,** novelist and motion picture writer, to write the scripts for *Mark Twain Television Theatre*, a half-hour prestige film series scheduled to go into production this month.

* * *

Robert S. Howard Productions, Hollywood, formed by **George Fisher** and **Robert S. Howard,** owner of Howard Manor, Palm Springs (resort hotel).

Random Shots

Farquhar & Co., Utica, N. Y., is producing a series of five-minute television films which explain in a layman's language the theory of investments, using simple visual explanations. Tomorrow (Tuesday) the program starts on **WKTV (TV)** Utica, N. Y., where it will be a weekly feature. Sponsor is **Philipson & Co.,** Utica investment securities firm.

* * *

Frank Tashlin Co., Hollywood, has been formed to produce films for TV with **Mr. Tashlin,** motion picture director-writer, as president; **Lester Linsk,** Hollywood talent agent, vice president, and **Charles E. Trezona,** business manager, secretary-treasurer.

* * *

General Service Studios, Hollywood, is readying construction plans for three additional sound stages with completion expected within two months, according to **James Nasser,** co-manager.

Film People

E. M. Loew, motion picture theatre executive, has been named vice president and elected to the board of directors of **Les Hafner & Co.,** New York, which has acquired television, motion picture and radio rights to the Mark Hellinger story properties.

* * *

Rudolph Monter and **Edward M. Gray,** president and vice president, respectively, of **Mutual Television Productions,** Hollywood, who were recently brought into **Sovereign Productions** on a partnership basis to handle the firm's business administration, also will head the management board. Also named was **Stuart Reynolds,** president of Sovereign, who is in charge of sales and distribution. **Gil Ralston** and **Arthur Ripley** continue in charge of production activities.

NARTB Copyright Group Studies Record Firms' Plans

Recommendations go to the board in March on disc firms' petition for monthly fee.

BROADCASTERS are not going to submit easily to efforts of some record manufacturers to charge them fees for "free" phonograph records, judging by industry reaction last week.

The fee movement came out into the open after disclosure that Capitol Records Inc. and other companies were sending form letters to stations on a no-fee-no-records basis [B•T, Jan. 26]. NARTB entered the scene when its Copyright Committee held a two-day session at which the fee problem was a major topic.

Mr. Breen

The NARTB group, headed by Edward Breen, KVFD Fort Dodge, Ia., issued a reminder that recordings do not carry with them inherent performance rights. The committee's statement follows:

"Broadcasters are not obligated to pay anything to record manufacturers for use of such records for broadcast. It has been established by the courts that there is no performance right in a recording. As a matter of fact, since broadcasters—through playing such records—promote their sale to the general public, there is some justification in the contention of many operators that the record companies should pay the broadcasters at regular card rates. This is the practice among some stations."

The committee remarked that broadcasters have made records popular by performing them on the air, with record manufacturers making it a practice to give their product to stations. The proposed fees in some cases are described as covering the cost or part of the cost of packaging and delivery.

Howard Stanley, general and sales manager of WEAM Arlington, Va., independent, last week wrote George A. Svendberg, of Columbia Records advertising department, that the company's special service charge "will kill the goose that has laid a golden egg for many record companies."

Sees Future Dangers

He described the fee as a "dangerous precedent that others might unwisely follow," pointing to the danger of a united front. WEAM has asked record companies to stop personal service to individual disc jockeys, he said, urging them to reduce their "free list" so they can "have enough platters for legitimate distribution directly to station librarians." He opposed the practice of entertaining disc jockeys or giving them "special treatment."

Richard Lewin, general manager of KTRE Lufkin, Tex., said Capitol records "tried to put the same thing into effect here at KTRE a year ago. Capitol did stop shipments and KTRE no longer plays Capitol records." He said that RCA Victor stopped shipments to KTRE in the fall of 1952, without explanation. Later, he said, he learned from the Houston distributor the records would be offered on a charge basis.

"I think it is most interesting to note that while we agreed to the Victor charge for records we have not yet received a shipment even on this cash basis," he continued. "Our policy is to give record label credits only to those companies supplying us records free of charge. We are now receiving records on this basis from Columbia, Decca, MGM, Mercury and most of the other independent label companies."

L. O. Fitzgibbons, vice president of WBEL Beloit, Wis., said the practice is not new. "Our battle was with RCA, which we won through application of pressure, and with Columbia, on which the pressure is now being applied," he said. Some managers are "reluctant" to discuss the subject, he said, possibly "because they were ashamed of the fact that they had accepted the record company's terms."

Record Firm's Comments

Capitol Records says that in the past year it has been charging the fee described in B•T, Jan 26, to some 250 stations in so-called "fringe areas"—"stations adjoining large city stations—and to some in isolated communities." Dick Linke, publicity director, pointed out Capitol still sends records free to some 1,600 disc jockeys at stations throughout the country.

He said it was not economically feasible or practicable to send records free to stations 40 or 50 miles away from a big city station where the records would not get sufficient coverage. Capitol gives a great deal of credit to radio for stimulating interest in records, but companies must be realistic, he said, adding that Capitol spends some $200,000 a year on records sent free to stations. Though there have been "a few complaints," he said that most small stations in the cut-off category paid the fee without complaint.

At Columbia Records, Lloyd Leipzig, publicity director, said for the past year it has supplied records "at cost" to stations in small communities where, for instance, there is only one music store. He said they amounted to only a few hundred of an estimated 2,000 disc jockeys who still receive the records free. He said the company had not received complaints because stations understand the company's position.

At Decca Records a spokesman said the station services all disc jockeys—an estimated 2,000—with free records, does not charge any fee and does not plan any such move at present.

MGM Okays Limited TV

BREAKING a hard and fast rule, M-G-M will permit its contract actors to appear on TV as long as they exploit the movie studio's product. Actors under contract to the studio are still barred from acting or making any other guest appearances on video.

Success of the Jan. 18 telecast of CBS' *Toast of the Town* on which film clips from "Above and Beyond" were accompanied by personal promotion from the film's stars, Robert Taylor and Eleanor Parker, is reported responsible for the policy switch.

Studio is readying plans for the premiere of "The Naked Spur" Friday in Denver, with day-long festivities covered by TV and radio.

Bing Crosby Plans Monthly TV Show

BING CROSBY, radio-motion picture singing star, long a video holdout, will do a monthly CBS-TV filmed show for his radio sponsor, General Electric Co., with Young & Rubicam Inc., agency servicing the account, aiming at a starting date in May.

The format is yet to be worked out. Whether it will be musical or follow along the lines of his CBS Radio weekly variety program is still undetermined. Series will be filmed at the Hal Roach Studios, Culver City, with Bill Morrow, producer-writer of the radio show, probably in charge of production for Bing Crosby Enterprises Inc.

Mr. Crosby has made but two TV appearances. The first was to m.c. with Bob Hope a pooled network telethon. He did a surprise guest shot recently on NBC-TV's *Colgate Comedy Hour* with Bob Hope.

Closed-Circuit TV Co. Formed for Theatre-TV

NEW theatre-TV firm to produce and serve TV-equipped theatres has been announced by Harold Azine, former TV chief of the Federal Civil Defense Administration. Name of the new company is Closed-Circuit Television Co., 20 F. 53d St., New York.

While with FCDA, Mr. Azine helped pioneer the use of theatre TV for civil defense instruction.

Closed-Circuit Television Co. will concentrate on "off-hours" commercial use of theatres, Mr. Azine said. Evening hour box-office attractions later are a possibility, he said.

Kagran Corp. Adds to Staff, Acquires More Office Space

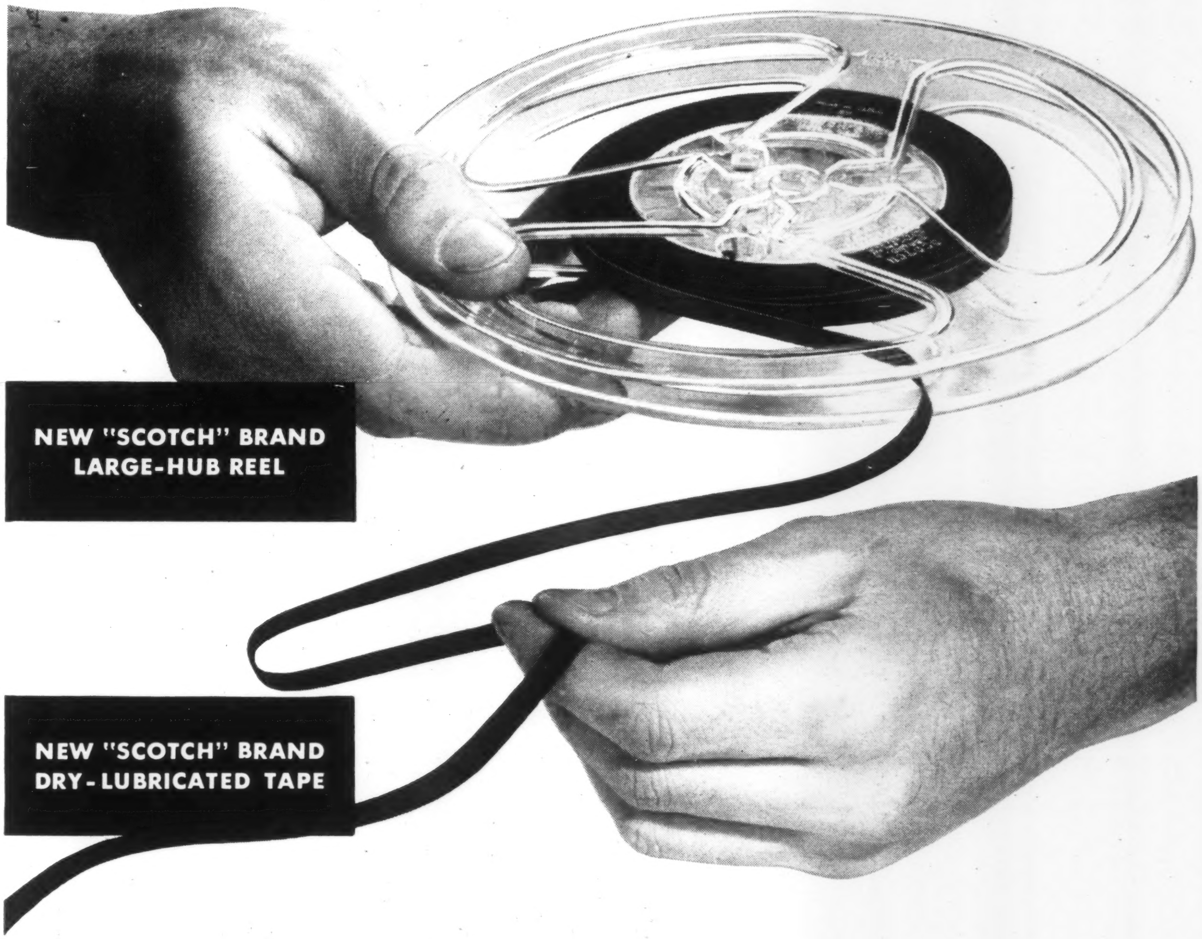
ADDITION of five persons to the staff of Kagran Corp., New York, radio-TV program production firm, has been announced by Martin Stone, president. He noted that the company has rented additional office space at the Park Chambers Hotel.

New personnel includes: Milton P. Kayle, formerly a White House special assistant, as executive assistant; Murray Benson, previously staff producer-director for WNBC New York, as publicity and promotion director and production supervisor of the *Jackie Robinson Show;* North Jacobs, formerly with Unity Television Corp., New York, as manager of sales and development for new packages; Edwin L. Justin, attorney, as office manager, and Phyllis Adams, formerly producer for WNBT (TV) New York, as production supervisor of *Author Meets the Critics.*

Singer Sues Producer

BREACH of contract suit for $17,550 against producer John J. Franklin and Franklin Television Productions was filed last week by Hawaiian singer Alfred Apaka. Discovered by Bob Hope, Mr. Apaka now is under contract to Decca Records.

Mr. Apaka claims he signed a year's contract on Oct. 20, 1951, for his services in a series of 52 half-hour TV film titled *Hawaiian Paradise* for which he was to be paid $450 each. Even though the last 39 shows never were filmed, he said, the defendants owe him back salary for them under the contract.


NEW "SCOTCH" BRAND LARGE-HUB REEL
NEW "SCOTCH" BRAND DRY-LUBRICATED TAPE

You need *both* to reduce timing errors!

You have an extra weapon against timing errors with the new "Scotch" Brand 7-inch Professional Reel. The specially-formulated tape available *only* on this new reel is treated with a revolutionary dry lubricant. It slides over heads without gumming or sticking, eliminates the flutter that contributes to timing errors. This also allows sustained tones to come through clearly, without annoying changes in pitch.

CHECK THESE FEATURES of the new "Scotch" Brand 7-inch Professional Reel

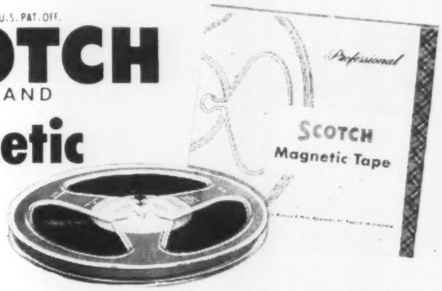
- **NEW LARGER HUB** measures 2¾″ compared to the 1¾″ of standard reels
- **SINGLE THREADING SLOT** minimizes distortion of lower tape layers
- **DRY-LUBRICATED TAPE** practically eliminates sticking, squealing, cupping
- **100% SPLICE-FREE.** All "Scotch" Brand Magnetic Tape (up to 2400 foot reels) is guaranteed to be free of splices

And the dry lubricant is unaffected by humid weather . . . does a top-notch job all year round, even in tropical climates!

The new larger hub on this improved reel does its part in combatting timing errors, but remember . . . for split-second accuracy and flawless reproduction every time, you need the *extra* advantage of "Scotch" Brand *Dry-Lubricated* Magnetic Tape!

See Your Distributor for a Supply of 7-inch Professional Reels and *Dry-Lubricated* Tape!

REG. U.S. PAT. OFF.
SCOTCH
BRAND
Magnetic Tape



3M COMPANY

The term "Scotch" and the plaid design are registered trademarks for Sound Recording Tape made in U.S.A. by Minnesota Mining & Mfg. Co., St. Paul 6, Minn.—also makers of "Scotch" Brand Pressure-Sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 122 E. 42nd St., New York 17, N.Y. In Canada: London, Ont., Can.

WILL FCC APPROVAL OF ABC-UPT MERGER COME THIS WEEK?

Observers see only one all-out dissent—from Comr. Hennock—with other commissioners concurring on initial decision of Examiner Resnick as to merger. But it's a different story on Paramount control of DuMont and on transfers of WBKB (TV) and KTLA (TV), which may bring a sharply divided vote either way.

FCC Friday grappled with final phases of its consideration of the hot ABC-United Paramount Theatres Inc. merger case, with the prospect that announcement will be forthcoming within a week or ten days.

There were no developments that argued any change in the outcome of the merger itself—with a substantial majority evidently favoring the fusion of the motion picture exhibition company and the Noble-controlled networks, applications for which were filed in mid-1951. But it appeared to be an entirely different story on some of the related issues, with the prospect of perhaps several different concurring or dissenting opinions.

Only dissent to merger approval will be, it is understood, from Comr. Frieda B. Hennock. Miss Hennock made no attempt to hide her disapproval of the merger during the one-day oral argument held before the FCC *en banc* Jan. 5 [B•T, Jan. 12].

Miss Hennock

Her thesis tended to be that of the Broadcast Bureau's—that the merged company would be monopolistic, might discriminate against TV to protect its theatre holdings, and that its weight in the picture buying market would be unfair to other TV chains attempting to purchase films for telecasting. She reportedly has a 90-page document.

Most Follow Resnick

The other six commissioners take the position, it can be presumed, that no such thing will eventuate and if it does the Commission still has the power to rectify it. This was the approach taken by Hearing Examiner Leo Resnick in his initial decision last November favoring the merger [B•T, Nov. 17, 1952].

There were indications that Comrs. Edward M. Webster and Eugene H. Merrill would go along with Comr. Hennock—but in separate opinions—on the Paramount control issue and on the purported "illegal" transfer cases. Thus, a switch of a single vote, on these points, could transform Miss Hennock's minority opinion to a majority opinion. Question seemed to be whether Chairman Paul A. Walker would waver on this point.

Such a turn of events would not preclude merger approval. It could result in further hearing on the transfer issues, however. The FCC functions on the basis that no action is "final" until it becomes a public notice, and much can happen from the time a "tentative" vote is taken to final approval.

The Paramount issue is premised on the contention that 25% ownership of DuMont by Paramount Pictures constitutes effective control. Opposition to the transfer cases is based on the contention that the old Paramount company should have secured FCC approval before making the changes. The companies argued, however, that a higher Federal authority—the courts—had decreed these transfers.

General Approval

Commission majority's approach, it was understood, is general approval of Examiner Resnick's initial decision. It will run, it is believed, about five pages, in order to take care of exceptions filed against the Resnick order by the Broadcast Bureau and DuMont.

Miss Hennock's 90-page dissent was submitted to the Commission Friday. Late last week it was being studied by the majority to ensure that no points were raised that were unanswered in the majority opinion.

Mechanical processing was expected to take a few days before the Commission's final decision was ready for issuance.

Although Sen. Charles W. Tobey (R-N.H.), chairman of the Senate Interstate & Foreign Commerce Committee, intervened for the second time early last month [B•T, Jan. 12], he has done nothing further on the ABC-UPT case itself. He did, two weeks ago, introduce a bill (S 538) which would prohibit the FCC from granting station licenses to those convicted of anti-trust violations, unless no such violations had occurred for the previous five years [B•T, Jan. 26].

Sen. Tobey had declared that he would hold hearings on that subject, but no such plans have been announced as yet.

Gleeson Renews Damages Bid In FCC Deletion of TV Ch. 1

COMPENSATION to William L. Gleeson for damages resulting from the FCC's deletion of TV Ch. 1 (44-50 mc) in 1947 again was asked in a private bill (HR 1693) submitted to the 83d Congress last week by Rep. George P. Miller (D-Calif.). The bill asks recompense of $149,401.78 to Mr. Gleeson, the same amount requested in the last Congress.

TV grant for Ch. 1 at Riverside, Calif., was made by the FCC to Mr. Gleeson's Broadcasting Corp. of America in December 1946. In 1947 the Commission determined the share arrangement between TV and non-government mobile and fixed radio services which would not work out, and eliminated TV Ch. 1. Mr. Gleeson was the only grantee for Ch. 1 at the time. Broadcasting Corp. of America (KPRO Riverside, KREO Indio, KYOR Blythe, KROP

The Gavel Is Gone But The Veep Goes On

ALBEN W. BARKLEY, with assistance of commentator Earl Godwin, debuted his television show yesterday (Sunday) from NBC Washington in a new studio featuring a concealed camera, and containing an audience of 40 persons.

Although the show is being offered for commercial sponsorship, under restrictions imposed by former Vice President Barkley, "The Veep" began his new venture on a sustaining basis from the Wardman Park Hotel. *Meet the Veep*, aired Sunday 5:30-5:45 p.m. EST, is packaged and owned by Louis G. Cowan, a friend of Mr. Barkley and his television counsel.

NBC and "The Veep" declined to reveal show costs or performing fees, but a network spokesman said an estimate that Mr. Barkley would get some $2,500 weekly was incorrect.

Mr. Barkley, in outlining at a news conference earlier in the week his objectives and proposed methods, said conversation with Mr. Godwin and guests will be informal and adlib, although the general subject to be discussed will be planned in advance.

Mr. Barkley, now that he is a commentator, will receive privileges in the Capitol radio correspondents gallery, as he was approved unanimously for membership last week by the Radio-Television Correspondents Assn.

An NBC spokesman said the company had gone to "moderate" expense to equip and rent a television studio exclusively for presentation of the new show. The network has contracted for use of the Wardman Park's Madison Room, originally a banquet room, which has furnishings of a dignity in keeping with the video "star's" standing. The move was made also because Washington studios are crowded Sunday afternoons, with three back-to-back network originations.

Alben W. Barkley

His Future Includes TV

* * *

NBC is using three cameras, one concealed behind a door and focused on the Veep's right eye. A control room and switching center were installed hastily in an adjacent room, the Hamilton suite. Network also purchased a zoomar lens, which it uses on one of the two stationary cameras.

Some 40 guests will be admitted to each show. Overall production is being supervised by William R. McAndrew, NBC director of news and special events, with direction by Ted Ayers, who, like Mr. Barkley, is a Kentuckian.

Vice President Richard Nixon indicated in a congratulatory telegram that he considered the title, " The Veep," the exclusive property of Mr. Barkley.

Since 1950 local advertisers in Philadelphia have increased their investment in time on KYW by *25%*

KYW
U.S. MAIL
KYW
Hoffman

More orders for...

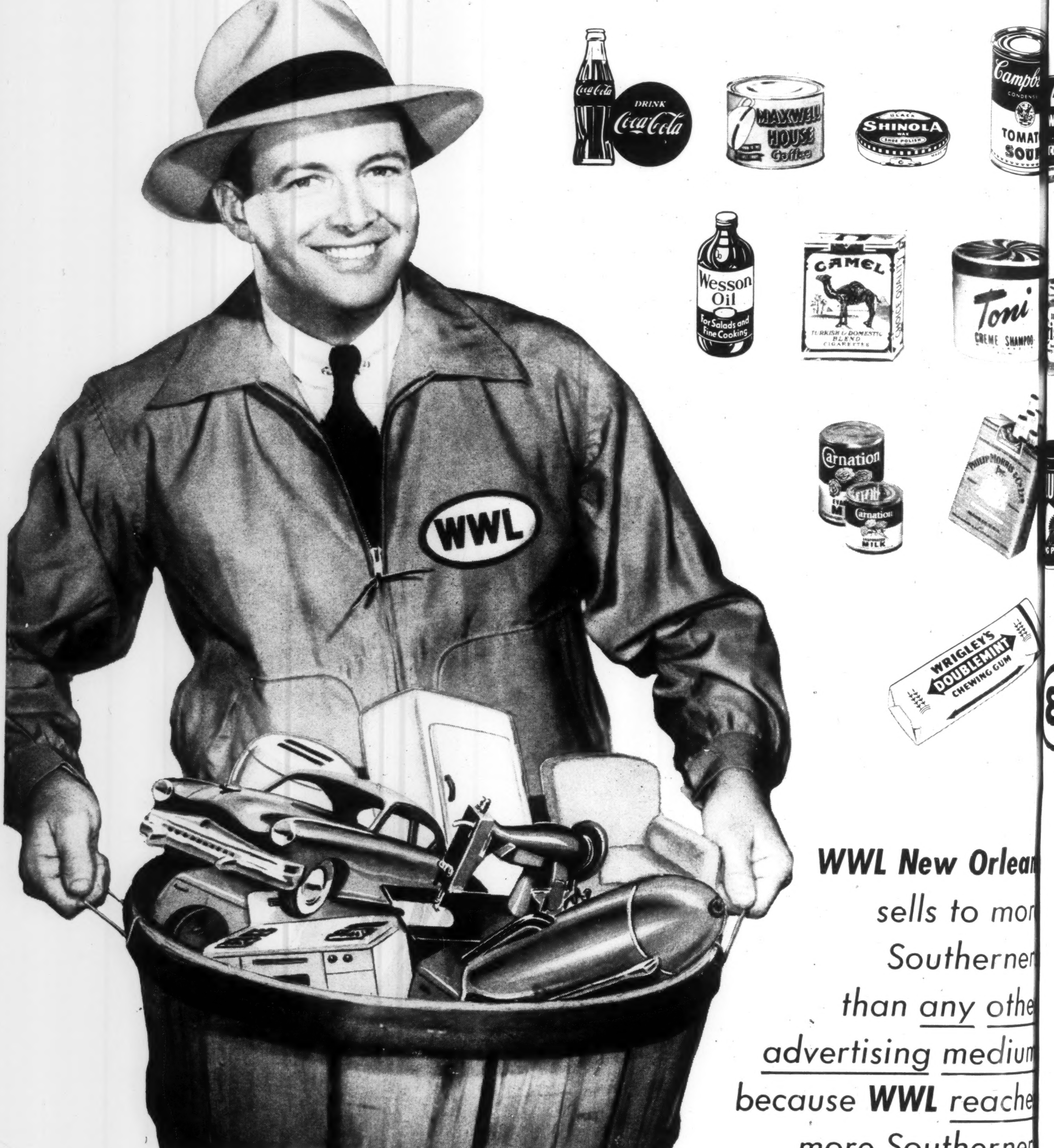
KYW
PHILADELPHIA
50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KDKA • WOWO • KEX
KYW • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV;
for WBZ-TV, NBC Spot Sales

WWL—South's Greatest Salesma

NEW ORLEANS


WWL
Coca-Cola
DRINK Coca-Cola
MAXWELL HOUSE Coffee
SHINOLA
Campb
TOMAT
SOU
Wesson Oil
For Salads and Fine Cooking
CAMEL
TURKISH & DOMESTIC BLEND CIGARETTES
CHOICE QUALITY
Toni
CREME SHAMPOO
Carnation
MILK
PHILIP MORRIS
WRIGLEY'S DOUBLEMINT CHEWING GUM

WWL New Orlea
sells to mor
Southerner
than any othe
advertising mediu
because **WWL** reache
more Southerner

Moves All These Famous Brands . . .

4 WAY COLD TABLETS
RITZ CRACKERS
IVORY Soap
Lipton TEA
Pepsi-Cola
FLEISCHMANN'S ACTIVE DRY YEAST
LUCKY STRIKE
Rinso
AJAX CLEANSER
HALO SHAMPOO
COLGATE RIBBON DENTAL CREAM
Chesterfield CIGARETTES
LUX FLAKES
FAB
Alka-Seltzer
Softex
Lady Borden ICE CREAM
STERLING IODIZED SALT
Pillsbury's BEST XXXX Flour
Esso
St. Joseph ASPIRIN
MEXSANA Medicated Powder
CREAM OF WHEAT
VETO Spray
Gillette BLUE BLADES
Bactine

- 50,000 watt clear channel coverage over 4-state area still unquestionably radio dominated.
- Highest ratings earned by brightest CBS stars and home-grown personalities.
- Extras for advertisers — Drug Store and Super Market displays, newspaper ads, 24-sheet posters, streetcar and bus signs — more selling support than from any other station South.

Let WWL, South's Greatest Salesman, Sell for You!

WWL

NEW ORLEANS

CBS Radio Affiliate 50,000 Watts Clear Channel

A Department of Loyola University • Represented Nationally by the Katz Agency

XUM

Brawley, all California) at present is under trusteeship in bankruptcy.

In response to a request for comments from the House Judiciary Committee, which has jurisdiction over private bills, the FCC last December argued it would be unfair to compensate Mr. Gleeson for any losses because deletion of Ch. 1 was dictated by engineering requirements. It also said he was eligible to apply for one of two uhf channels presently allocated to Riverside.

Mr. Gleeson replied last week, saying he had been given to understand if Ch. 1 was dropped, he would be given Ch. 6 as a substitute in Riverside. He also called attention to his application in 1948 for Ch. 13, which at that time had been granted KLAC Los Angeles. He said his business losses and damages from withdrawal of the 44-50 mc frequency were above $750,000.

Radio-Ad Trio to Serve On Psycho Warfare Group

THREE persons well-known in the radio and advertising industries were among eight named last week by President Eisenhower to serve on a newly created committee to study psychological warfare.

Mr. Gray

They are Gordon Gray, president of the Piedmont Publishing Co., publisher Winston-Salem (N. C.) *Journal* and *Twin City Sentinel*, operator of WSJS Winston-Salem, and president of the U. of North Carolina; Sigurd Larmon, president, Young & Rubicam, New York, and C. D. Jackson, publisher, *Fortune* magazine, who has served the past year as president of the National Committee for a Free Europe, which operates Radio Free Europe.

Secretary of Defense Charles E. Wilson will name a ninth person to complete the board, which will study and recommend methods to improve and accelerate U. S. psychological warfare. The board is directed by William H. Jackson of Princeton, N. J., partner in a New York investment firm.

Mr. Larmon

Mr. Gray was the first director of the Psychological Strategy Board, now the President's Committee on International Information Activities. Mr. Larmon is a director of the Scarsdale National Bank and Trust Co. and the Rumford Press, a trustee of Dartmouth College and a member of the executive committee, Council of U. S. Assn. of the International Chamber of Commerce.

Mr. Jackson of *Fortune* was deputy chief of psychological warfare during the war at Allied headquarters in North Africa and at Supreme Headquarters of the Allied Expeditionary Force in Europe. He joined Radio Free Europe in February 1951 on a one-year leave.

TV AUTHORIZATIONS REACH TOTAL OF 328

FCC awarded new grantees in the less than 30,000 population category cities last week as it authorized seven more stations; 220 stations now have been authorized since the freeze lift.

CITIES with less than 30,000 population were awarded grants for new television stations last week along with Memphis, which already has one pre-freeze station, WMCT (TV), serving its nearly-400,000 population.

Dropping down farther on the Group A-2 city priority line (cities without television service), the FCC authorized seven more stations in this category. One Group B grant and three noncommercial educational grants raised the total grants for last week to 11. Seven are for uhf stations.

This boosts to 328 the number of U. S. TV stations authorized, of which 14 are noncommercial educational outlets. There have been 220 stations authorized since the lifting of the freeze last April.

Number of stations on the air is now 129. Of these, 21 stations are post-freeze grants.

There were 24 mutually exclusive applications passed over by the Commission last week, following its policy of not processing such applications in order to speed up the granting of uncontested applications.

New Hampshire, Vermont, Alaska and the Virgin Islands have yet to be awarded TV stations.

Fort Dodge, Iowa, which had a 1950 population of 25,115, is the smallest city to receive a post-freeze grant. Within a fortnight the Commission probably will be granting applications for cities of under 25,000 population.

Last Thursday's grants were:

Salem, Ore. (City priority Group A-2, No. 99)—Lawrence A. Harvey, granted construction permit for uhf Ch. 24, effective radiated power of 105 kw visual and 56 kw aural, antenna height above average terrain 990 ft.

Tyler, Tex. (Group A-2, No. 109)—Jacob A. Newborn Jr., granted uhf Ch. 19, ERP 2.4 kw visual and 1.3 kw aural, antenna 350 ft.

Johnson City, Tenn. (Group A-2, No. 185)—WJHL Inc. (WJHL), granted vhf Ch. 11, ERP 105 kw visual and 54 kw aural, antenna height above average terrain 720 ft.

Charlottesville, Va. (Group A-2, No. 196)—Barham & Barham (WCHV), granted uhf Ch. 64, ERP 120 kw visual and 66 kw aural, antenna 780 ft.

Roswell, N. M. (Group A-2, No. 199)—John A. Barnett (KSWS), granted vhf Ch. 8, ERP 110 kw visual and 55 kw aural, antenna 900 ft.

Temple, Tex. (Group A-2, No. 200) — Bell Publishing Co. (KTEM), granted vhf Ch. 6, ERP 13 kw visual and 6.5 kw aural, antenna 460 ft.

Fort Dodge, Iowa (Group A-2, No. 202) — Northwest Television Co. (KVFD), granted uhf Ch. 21, ERP 23 kw visual and 12.5 kw aural, antenna 510 ft.

Memphis, Tenn. (Group B-4, No. 188)—Harding College (WHBQ), granted vhf Ch. 13, ERP 240 kw visual and 120 kw aural, antenna 500 ft. Operating: WMCT (TV), vhf Ch. 5.

Hartford, Conn.—Connecticut State Board of Education, granted uhf Ch. *24, ERP 235 kw visual and 120 kw aural, antenna 780 ft. (Noncommercial educational.)

Bridgeport, Conn.—Connecticut State Board of Education, granted uhf Ch. *71, ERP 220 kw visual and 110 kw aural, antenna 610 ft. (Noncommercial educational.)

Norwich, Conn.—Connecticut State Board of Education, granted uhf Ch. *63, ERP 215 kw visual and 110 kw aural, antenna 590 ft. (Noncommercial educational.) Comr. Rosel H. Hyde voted to defer action on above three applications and Comr. Edward M. Webster favored a letter requesting additional information.

In other TV actions last week, the Commission by memorandum opinion and order scheduled oral argument Feb. 16 on the further petition of Hearst Corp.'s WISN Milwaukee for reconsideration of the Sixth Report and Order. Filed last Dec. 17, the WISN petition asked FCC to review its opinion of Nov. 17 which denied the station's original plea for review of the Sixth Report respecting vhf Ch. 10 there.

The final allocation plan reserved Ch. 10 for noncommercial, educational use rather than commercial use. WISN went through competitive hearing for Chs. 6, 8 and 10 (then available) in 1948 but the freeze, imposed Sept. 30, 1948, prevented issuance of a decision in that proceeding. Before the freeze, however, one of four applicants withdrew, thus leaving three contestants for three facilities, and a petition for immediate grant had been filed.

FCC posed the following issue for the oral argument:

To determine whether the pending application of Hearst Radio Inc., for a new commercial TV station in Milwaukee, Wis., on Channel 10, a channel reserved for educational use by Section 3.606 of the Rules, should, in light of the provisions of Section 1.387 (b) (3) of the Rules and the prior proceedings with respect to such application, be dismissed in accordance with the requirements of Section 3.607 and footnote 10, Section 1.371 of the Rules.

Hearing Examiner J. D. Bond continued without date the hearing scheduled to commence today (Monday) on the competitive applications of WLAN Lancaster, Pa., and WGAL-TV there for vhf Ch. 8. WLAN requested the continuance pending action by the Commission upon its petition to enlarge and change the issues in the hearing.

Appeals Court Denial

Earlier, the U. S. Court of Appeals denied WLAN's request for a stay order to prevent WGAL-TV from changing from Ch. 4 to Ch. 8 pursuant to FCC's conditional grant for the switch.

The Commission's Sixth Report deleted Ch. 4 from Lancaster and substituted Ch. 8. It included a show cause order requiring WGAL-TV to change facilities. WLAN has contested the proceeding, claiming its Ch. 8 bid has equal standing.

WGAL-TV is now operating on Ch. 8 with limited power, conditional upon outcome of the comparative hearing with WLAN's application. FCC last week also modified power increase grants to NBC's Channel 4 stations WNBW (TV) Washington and WNBT (TV) New York to make the grants conditional upon outcome of the Lancaster proceeding.

In another memorandum opinion and order last week the Commission denied a joint petition by WHBC and WCMW Canton, Ohio, competitors for uhf 29 there, requesting waiver of the one-year ban on amendment of the table of channel allocations in order to add either uhf Chs. 71, 77 or 83 to Canton. This would break the deadlock, they contended, and make unnecessary the lengthy comparative hearing now set for Feb. 18.

Comr. Rosel H. Hyde dissented from the majority ruling while Comr. George E. Sterling issued a separate concurring opinion and Comr. Eugene H. Merrill concurred in part.

FCC last week also proposed to add vhf Ch. 4 to Fayetteville, N. C., and uhf Ch. 18 to Burnsville, N. C. Comments are due Feb. 27.

Powerful
for the Long Run . . .
5014
FRISCO

(Photograph courtesy of Frisco Lines)

"MOVING THE GOODS"
IN THE
Memphis Market

Nine railroad systems are on the move supplying the growing Memphis Market with one-line direct service from 56% of the nation. WREC—Memphis No. 1 station—supplies the greatest audience to keep the goods moving! The latest Standard Audit and Measurement Report and Hooper ratings show you why WREC delivers the "better half" of the listeners in 76 rich counties at the lowest cost. Retailers appreciate the importance of a WREC schedule . . . Leading advertisers have proved the value of this one-station coverage for both metropolitan and rural selling. And, WREC rates are 10% lower per thousand listeners than in 1946.

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS RADIO, 600 KC — 5000 WATTS

FCC REVISES OPERATOR RULES; ALLOWS REMOTE TRANSMITTERS

Decade-long campaign of NARTB for modernizing of Commission regulations to conform to progress in equipment standards leads to changes affecting non-directional stations of 10 kw or less.

FCC rules governing the type of operating personnel at stations have been adjusted to meet modern technical and economic trends. In addition, the Commission has opened the way for remote operation of transmitters.

These changes are limited in general to non-directional broadcast stations of 10 kw power, or less, and specify that a fulltime first-class ticket holder be employed by each station. (For text see FOR THE RECORD, page 99.)

The FCC action was taken at the suggestion of NARTB. It followed a decade of wartime operation by broadcast stations along with extensive study by the industry's trade association.

NARTB's frequent contacts with the Commission in the last decade culminated Feb. 1, 1952, with a petition asking amendment of Part 3 and 13 of its rules covering licensed operator requirements and remote operation. Originally NARTB had specified 5 kw as maximum power for affected stations, but this was increased to a 10 kw maximum last May 9.

One NARTB point was not granted. The association proposed that each station be required to employ a minimum of one first-class operator as its chief engineer or technical supervisor and be on call and reasonably available to fulfill his specified duties. FCC specified, however, that one first-class operator must be a fulltime employe of each station.

Rule-making procedure got underway last June 4. The Commission received nearly 2,000 comments.

Voting for the new rules were Chairman Paul A. Walker and Comrs. Rosel Hyde, E. M. Webster and Robert T. Bartley. Comr. Eugene Merrill concurred but favored oral argument. Comr. Frieda B. Hennock voted for oral argument. Comr. George E. Sterling, an engineer, did not participate in the decision.

The Commission majority would not go along with the suggestion that oral argument be held, in view of the exhaustive comments it had received. It noted that most of the "conflicts engendered by these comments are based on opinion, surmise or prognostication," thus precluding the need of further oral presentation.

Technical Progress Noted

The announcement of the decision carried this observation, "Factors such as the marked improvement and reliability of transmitter equipment, the satisfactory utilization of lesser grade operators during World War II and on a temporary basis at a number of broadcast stations since January 1951, the successful operation by non-technical personnel of many electronic devices of a complex nature and upon which the safety of life and property is often dependent, and the extensive reliance of stations on their chief engineers for significant repair work, were considered by the Commission in reaching its decision."

The safety question is not serious in the case of modern equipment, the FCC noted after reviewing accident records. It found that temporary use of low-grade personnel during World War II had not brought an increase in transmission difficulties. Loss of air time at the average broadcast station, it said, is only 0.14% of total air time and up to 90% of this loss is due to power and tube failure.

As to the Conelrad equipment for emergency service in case of enemy attack, FCC found that practically all of the operations have been reduced to simple push-button activitation, clip moving or dial twisting. FCC ruled that lesser grade operators be given adequate Conelrad instruction by a station's regular first-class ticket holder.

Careful attention was given the question of remote control of stations, with a finding that outages of transmitters from all causes including remote control amounted to less than 1%. This portion of the NARTB was fought bitterly by labor organizations. Licensees using remote gear submitted detailed reports on their successful operation.

FM stations of 10 kw power or less are covered by the operator and remote control provisions. At noncommercial education FM stations of 1 kw or less but above 10 w the operator may be a second-class ticket holder, FCC said.

In the case of station licensees using remote control, the required technical personnel must be on duty at the place where remote equipment is located instead of the transmitter site.

Nine Months of Tests at KEAR Point Up Remote Operations Procedure

AN FCC-AUTHORIZED experiment in automatic remote control operation of a transmitter is working out successfully in San Mateo, Calif., where KEAR was off the air only one minute in the first week of testing last month.

FCC, meanwhile, last week ruled that remote operations were acceptable to the Commission, for the first time since the war years when engineering manpower was in short supply. (See adjacent story.)

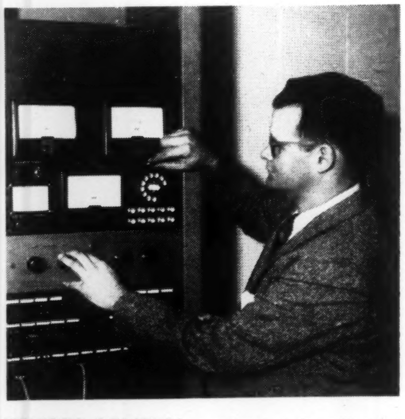
The new system, which eliminates engineering personnel from checking operations at the transmitter site and enables a thorough dial-check on transmission facilities, includes two synchronized units, one at the transmitter and another at the studio two miles away. Equipment, a pilot model designed and manufactured by Rust Industrial Engineering Co., Manchester, N. H., is connected by two ordinary telephone lines.

The transmitter control section, Model RI-1081, is installed in a speech rack at the transmitter. This section connects with transmitter control circuits, which, in turn, connect with studios via telephone lines.

The studio unit, Model RI-108, serves as the control center two miles away, and has a two-section panel. One section has frequency deviation and percentage of modulation meters, and the other includes a telephone dial, circuit signal lights and the primary meter which records data required by FCC in its technical regulations. Each takes about 12 inches of rack space.

In addition to standard meter readings, FCC requires KEAR to take the transmitter off the air in case of power failure, shorts, grounds or any installation difficulty, and to turn on, apply and remove plate voltage to the final stage, adjust the output coupling and turn the tower lights on and off.

Meter values on the standard Raytheon transmitter meters and the General Radio monitors were calibrated against the new Rust equipment.



REMOTE CONTROL equipment is adjusted two miles away by D. F. Mariska.

Actual remote control operation begins with the turn of a switch, which puts the transmitter on and illuminates a red light. Dial equipment, when actuated, shows a reading on the primary meter of all transmitter activity. Readings are available for these currents and voltages: plate, antenna and filament, in addition to tower light control, frequency deviation and per cent of modulation.

The experimental equipment, installed early in January under supervision of KEAR Chief Engineer D. F. Mariska, will be reported on in detail to the trade. A brochure, with pictures, will be sent by S. A. Cisler, station owner, to broadcasters sending postage.

Commenting on the success of similar installations in Canada and Britain, Mr. Cisler said the remote control system can be used to advantage by American stations for reasons "ranging from economic circumstance to lack of personnel." KEAR engineers, all combination men, now work at the studios, and no unlicensed personnel is permitted to touch the unit or make readings. It is understood that costs for the unit were around $3,000 for the 1,000 w station.

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WAGA
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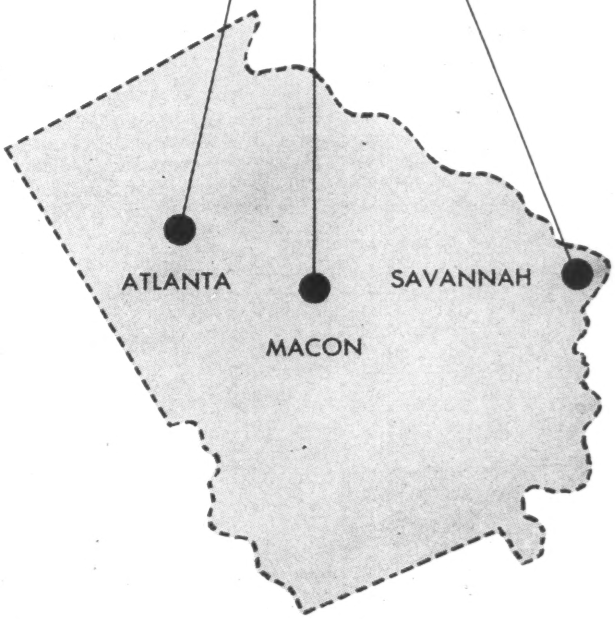
CBS
RADIO

THE GEORGIA TRIO

MACON
WMAZ
10,000w 940kc
CBS RADIO

SAVANNAH
WTOC
5000w 1290kc
CBS RADIO



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GOVT. GROUNDWORK BEGUN IN NFL CASE; STATIONS CITE 'MONOPOLY' INJURY

The Justice Dept.'s suit against the professional football league gathered steam last week with government attorneys assembling evidence in court to prove its antitrust charge. Involved in limiting of radio-TV coverage of the National League's games.

THE government's antitrust case against the National Football League, entering its second week today (Monday), already has produced evidence showing the league has gone beyond its own rules in banning game telecasts.

At stake in the civil suit filed by the Dept. of Justice is the curtailment of radio-TV coverage of sporting events by both professional and amateur organizations. The case is being heard by Judge Alan K. Grim, of U. S. District Court, Philadelphia.

Much of the government's case last week was devoted to laying of economic and technical groundwork by W. Perry Epes, heading Dept. of Justice trial counsel. The hearing involves such problems as the right of the public to have open telecasting and broadcasting of professional football. Defense counsel contends the public has no right to such service and is not interfered with in business operations.

Chief government witnesses last week were Clair R. McCollough, WGAL-TV Lancaster, Pa.; Herbert S. Stewart, former general manager of WICU (TV) Erie, Pa., and now executive vice president and general manager of Orange Television Broadcasting Co., Tampa, Fla., and Charles Mallory, KSJO San Jose, Calif.

Mr. McCollough testified WGAL-TV in 1949 publicized signing of a contract to cover a full schedule of 13 professional games. After the third game, he said, five home games were cancelled. The station couldn't explain to everybody that the games had been cancelled because of reasons beyond its control, he continued, and neither the Eagles nor the NFL made any effort to explain their reasons for cancellation.

Cites Sapping of Confidence

"That makes the station look like it doesn't know what it's doing," Mr. McCollough testified. "If things like this happen enough times you destroy public confidence," he said.

He added that games again were cancelled in 1950 and 1951. In the latter year WGAL-TV had professional games scheduled every Sunday but some games were cancelled because of the proximity (75-mile) rule when the Philadelphia Eagles played at home. Explanation given the station was that NFL had ruled WGAL-TV was one mile inside the 75-mile protective radius.

Mr. Mallory testified KSJO lost about $6,000 during the 1950 football season because it was denied permission to broadcast NFL games.

James W. Seiler, owner-director of American Research Bureau, cited figures showing on TV audiences, with special attention to specific football games. Judge Grim directed much of the questioning to Mr. Seiler, indicating deep interest in both TV and sports.

Basic economic data on radio-TV homes, networks, advertisers, agencies and facilities were introduced by the government through a series of exhibits of BROADCASTING • TELECASTING magazine and the two associated YEARBOOKS. A B•T tabulation showing the estimated number of radio homes in every county in the U. S., as published in the magazine's Jan. 7, 1952, issue, was introduced along with maps. J. Frank Beatty, associate editor, was questioned at length Wednesday by John A. Skiles, Dept. of Justice antitrust attorney, with Judge Grim also asking many questions.

Admits Testimony

The court asked for detailed information when the witness cited magazine and FCC figures showing radio revenue has been increasing during the period of television's growth.

Judge Grim admitted all of the BROADCASTING • TELECASTING exhibits and testimony, overruling numerous objections by Bernard Nordlinger of Washington, chief league counsel, and his associated counsel.

Sol Schildhause, chief of the FCC Renewals Branch, was questioned on TV relay connections. Hugh Beville, NBC director of research and planning, was questioned briefly on TV set circulation as was Martin Codel, *TV Digest.*

Mr. Stewart testified WICU (TV) was denied permission to telecast two games of the Cleveland team despite the fact that the station was 15 miles outside the league's 75-mile protective radius. The games were Dec. 3, 1950 (Cleveland-Philadelphia) and the national championship Dec. 24, 1950 (Cleveland-Los Angeles), he testified, claiming Bert Bell, NFL commissioner, had denied permission to carry the network telecast.

The witness said he protested that Erie was 90 miles from Cleveland, drawing from Mr. Bell the explanation that a special train was going to bring Erie fans to the game. Actually, Mr. Stewart said, only 25 spectators from Erie went to the game by train, according to his check. He added that he offered to pay NFL a $2,500 bonus to carry the second contest but again was refused by the commissioner on the ground the sum was "too small."

'WEEKS' SEEN BEFORE FCC CHOICES

President Eisenhower, who insists on talking personally to "policy" appointees in government, including those at FCC, may take "several weeks" to name his choices because he is pressed with more urgent world and domestic problems, GOP sources claim.

QUESTS as to when President Eisenhower might name new members to the FCC is drawing blanks as the new administration finds itself preoccupied with more urgent national and international problems.

It was learned in Republican councils that "several weeks" might elapse before the administrative agency level, which embraces the FCC, is reached by the top screening echelon. This would be preparatory to discussion on the appointments with President Eisenhower.

It is understood that a list of two dozen names for the two FCC vacancies has accumulated at Republican National Committee headquarters with varying degrees of endorsement. Practically all those who previously have been mentioned in BROADCASTING • TELECASTING are on the list, plus a number of additional ones.

Greatest interest continued to center on the chairmanship. Supporters of Vice Chairman Rosel H. Hyde, who espouse his elevation to the chairmanship as logical, are highly optimistic. There has been no letup in endorsements received, it was learned.

Simultaneously, it was stated in usually well informed quarters that the boomlet that started a fortnight ago for the drafting of former Comr. Robert F. Jones, Ohio Republican, persists. It is openly stated that Mr. Jones' appointment would be well received by many of his former colleagues on Capitol Hill, where he served in the house for a decade as Congressman from the Lima, Ohio, district. On the other hand, industry support for Comr. Jones' appointment —even for a contemplated temporary tenure— has not approached the unaninimity of that behind Mr. Hyde.

As far as the impending two vacancies are concerned, reports vary almost daily. If the call should come for Comr. Jones, there would be only one remaining vacancy to be filled from the outside. The unexpired portion of the original Jones term, now filled by Democratic Comr. Eugene H. Merrill, runs until June 30, 1954. The remainder of Chairman Paul A. Walker's term runs until June 30 of this year. He is serving under executive order, however, and hence the balance of his tenure can be picked up by President Eisenhower at his pleasure.

There are roughly 900 policy jobs in the administration on which no processing has begun, it was learned. Of these, there are perhaps a dozen or more in the FCC, including the commissionerships, general counsel, secretary, the top positions in the Broadcast Bureau and other bureaus, and in the rank and file of the law department.

FCC Total 50

The FCC total has been estimated at as high as 50.

Whereas it originally had been planned to fill these positions promptly, it was pointed out that complications in connection with some of the higher level posts resulted in delay. With the cabinet positions all filled, emphasis now is being placed upon sub-cabinet appointees so the new administration can take over down the line. President Eisenhower, it has developed, insists upon interviewing personally every appointee to a policy level post. With the tremendous weight of his normal duties, this constitutes an additional heavy burden at the outset of his tenure.

As for the independent agencies, the view is that they can continue functioning until the President completes the upper echelon assignments. Then, possibly in several weeks, if the present pace is maintained, he can turn his hand to the administrative group which includes the Interstate Commerce Commission, Federal Trade Commission, Federal Housing Administration and Securities & Exchange Commission, in addition to the FCC.

FCC RECAPS PENDING REQUESTS

In conformance with McFarland Act, FCC tells Congress there are nearly a thousand broadcasting applications 90 days old or more on which final action has not come.

AT the end of 1952, 1,000 broadcast applications were pending before the FCC on which final action had not been taken and which were three months old or older.

This was shown in a complete listing of all pending cases, 90 days old or more in a 101-page document submitted last week to Congress by the FCC.

The report was made in line with the revised Communications Act requirement that the Commission report on all non-hearing cases 90 days or older and on all hearing cases six months old or older following end of hearings on which no final action had been taken. This was a provision of the McFarland Act, signed into law by President Truman in July 1952.

Oldest of the non-hearing broadcast applications was that of KARM Fresno, Calif., which in 1944 asked permission to change from 1430 to 1030 kc. It is one of the 77 applications held in abeyance pending outcome of the seven-year-old Clear Channel and Daytime Skywave case.

Plans Monthly Report

A monthly report of pending cases, under the new Communications Act requirement, is planned hereafter by the FCC.

It was impossible to estimate just how many unreported broadcast applications are pending before the Commission, but one FCC source tentatively estimated "far less" than half the 1,000 reported.

In the roundup on broadcast hearing cases, the report showed 89 applications with hearings completed six months or more before the beginning of 1953 on which no final action had been taken. Of the 89, initial decisions were rendered on 77.

Oldest of the hearing cases was that of WOWO Ft. Wayne, Ind., which is seeking 50 kw with directional antenna. Hearing was completed in 1947 and a proposed decision issued in 1950. Contributing to the delay in final determination, the report stated, is an antitrust investigation of the licensee, Westinghouse Radio Stations Inc., owned by Westinghouse Electric Corp. At present, the Commission is looking into the air hazard aspects of WOWO's proposed antenna structures.

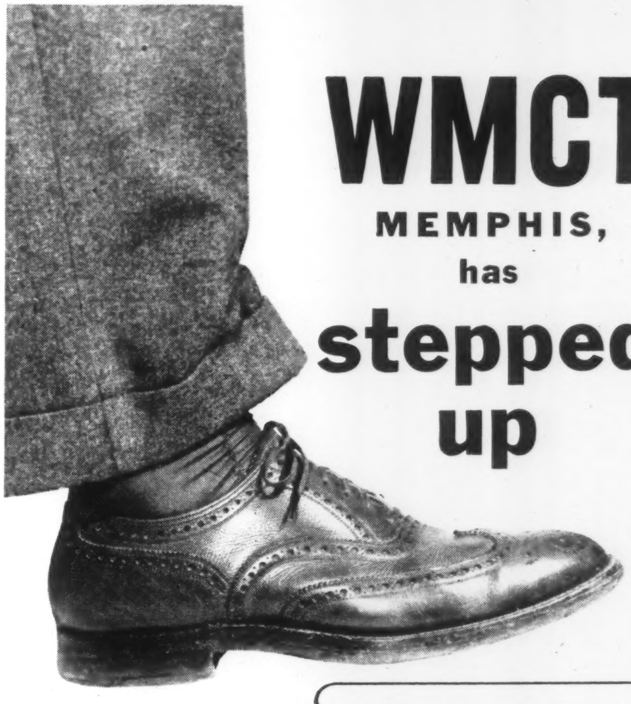
Non-Hearing List

In the non-hearing listing, the report showed 273 AM applications on which no action had been taken and are three months old or older. Of these, 237 were for new stations or involved power and/or frequency changes.

In addition to the 77 tied up by the Clear Channel case, 72 have never been processed, 10 are awaiting action on other cases, five request facilities not specifically provided for in Commission Rules, 16 have received "McFarland letters," nine involve NARBA conflicts, and four are miscellaneous.

In FM there are only 32 applications 90 days or older on which final action has not been taken, the FCC report said.

Of the 45 applications for renewals and transfers in all areas of broadcasting (AM, FM and TV), seven involve stations in receivership, eight involve maladjustments of directional an-



WMCT
MEMPHIS,
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as of Nov. 23, 1952

formerly 15,000 watts — Now 60,000 watts

formerly operating on Channel 4 — Now on Channel 5

which means

bigger audience

. . . a wider coverage area which naturally embraces a wider listening audience (now estimated at more than 185,000 TV homes).

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. . . as actually attested by signed letters from listeners in the fringe area of WMCT's coverage.

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tennas, and one involves possible unauthorized transfer of control.

TV processing began June 2, 1952—following the principles enunciated in the Commission's April 14 Sixth Report and Order. Required to be reported to Congress were 248 applications for new stations still not processed, 30 existing stations seeking changes in wavelengths, 140 applications which have been sent "MacFarland letters" advising that their requests are in conflict with other applications, 191 other mutually exclusive applications on which "MacFarland letters" have not yet been sent, and 26 passed for a variety of other reasons.

AT&T Next on FCC Movie-TV Hearing

AT&T gets its chance this week to show the FCC that it can provide theatre-TV service at reasonable cost. Its testimony, to come from three witnesses, starts this morning, and is expected to take one and a half to two days.

Today will be the first time the commissioners will have heard from other than proponents of an exclusive 360 mc theatre-TV band in the 5925 to 6875 mc portion of the spectrum. Hearing began last Oct. 20 with engineering and accounting witnesses asserting that exclusive theatre-TV allocations were necessary. Proponents requested (1) video channel 10 mc wide, (2) radio frequency channel 30 mc wide, (3) two channels for a single system, and (4) six systems to ensure competition [B•T, Oct. 27, 1952].

Theatre-TV technical and accounting testimony wound up in a day and a half when the hearings resumed last week. Principal witness was Manfred K. Toeppen, cost consultant from Los Angeles, who introduced cost accounting data indicating that a New York to Washington, six-program theatre-TV microwave service would cost about $58 million to construct—an average of $42,000 for each of the 1,376 theatres served. These 1,376 theatres are located in nine "service areas": New York, Philadelphia, Baltimore, Washington, Wilmington, Atlantic City, Trenton, Allentown, and Reading.

Exclusive frequency proponents, in presenting their technical and accounting testimony, used the New York to Washington system as a sample to illustrate how theatre-TV service could be rendered anywhere in the country. The nine service areas encompassing 1,376 theatres have a total of 1,512,738 seats. Program sources would be available in New York, Philadelphia, Baltimore, Washington, and Atlantic City. The six-program system indicated that a theatre-goer could conceivably have a choice from six different presentations at any one time. The accounting tables presented by Mr. Toeppen showed that the transmission system would cost from an average of two cents per day per seat to as much as five cents, depending upon hours of programming per day, number of programs presented, etc.

FTC November Ad Study

MORE than 1,000 radio and black-and-white ads were assigned to divisions of the Federal Trade Commission during November for analysis in the group's continuing study of current advertising. Of the 1,019 ads, 796 were referred to the Bureau of Antideceptive Practices, with 78 ads scheduled for litigation and 718 for investigation. Antideceptive Practices Bureau handled 549 cases that month.

NARTB CONVENTION: 'GOLD RUSH'

Convention Committee sets motif of "53 Gold Rush to California" in shaping plans for Los Angeles sessions this spring.

IT'LL BE a "Gold Rush" at Los Angeles April 28-May 1, NARTB's Convention Committee is telling radio and TV broadcasters and affiliated interests, as promotion gets underway for the annual industry convention.

Again the convention will be split into two divisions—management and engineering. All delegates will participate, however, in the annual exhibition of equipment and services.

Clair R. McCollough, WGAL-AM-TV Lancaster, Pa., chairman of the convention arrangement group, said the official motif is a " '53 Gold Rush to California."

This theme, he said "is designed to emphasize that the 'gold' of increased profits and greater savings in broadcasting can be gained through the 'mine' of tested experience and practical operating procedures which the NARTB convention and continuing association membership provide."

'Go West' Brochure

NARTB issued a brochure last week urging radio and television "prospectors" to pack their saddle bags and head west. The Management Conference will bring first results of a management study now being conducted in four typical areas by the NARTB Research Dept. This study is expected to show how stations are successfully meeting current economic and operating problems—a clinic in broadcast management.

Management sessions will be in the Biltmore Theatre, a wing of the convention hotel, the Biltmore. Sessions were held there at the 1948 convention. Engineering meetings will be held in Burdette Hall of Philharmonic Auditorium, adjacent to the hotel.

On the Engineering Conference program are such topics as remote control of transmitters, a timely topic in view of the FCC action last week permitting such operation (story page 54); developments in uhf television engineering, proof of performance and the possibilities of transistors.

Official forms for pre-registration and hotel reservations will be mailed Feb. 20 from NARTB headquarters. NARTB board policy limits registration for both management and engineering sessions to active and associate members and persons or firms in related fields who are not eligible for NARTB membership.

C. E. Arney Jr., NARTB secretary-treasurer, is convention manager. Arthur C. Stringer is in charge of equipment and service booths and displays at the convention exposition.

The official convention proceedings will open Wednesday, April 29.

UBA Elects Madsen

NEW president of the Utah Broadcasters Assn. is Arch L. Madsen, general manager of KOVO Provo. George C. Hatch, board chairman of the Intermountain Network and president of KALL Salt Lake City, was elected vice president and Arch G. Webb, president and general - commercial manager of KVOG Ogden, was re-elected secretary-treasurer. S. John Schile, retiring president and commercial manager of KUTA Salt Lake City, and general managers Reed Bullen, KVNU Logan; Frank Peacock, KSVC Richfield, and Arthur L. Higbee, KSUB Cedar City, have been named to the board of directors.

Mr. Madsen

NARTB Auxiliaries Stand

NARTB'S claim that proposed reduction of channel spacing for TV auxiliary stations would be premature at this time has received strong support, according to Thad Brown, NARTB television manager. The FCC proposes to amend its rules covering TV auxiliary services [B•T, Jan. 26].

Mr. Brown said complete support also had been found for the FCC position that more channels should be supplied. He added that no support could be found for the use of crossed-polarization as a definitive means of eliminating interference with reduced channel spacing.

Possibility of diplexing aural and visual information might be prohibited if lesser channel spacing is required, he added, in reviewing comments by NBC, Raytheon, AT&T and Federal. NARTB contends many areas will become crowded as TV broadcasting grows.

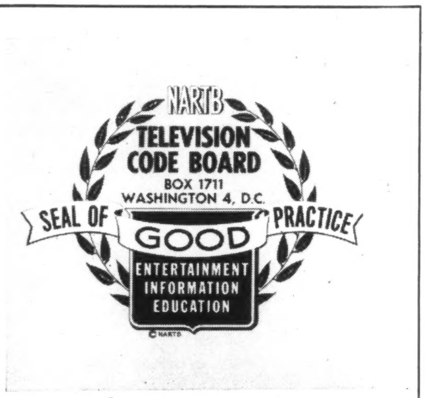
Complaints to Box 1711

TV VIEWERS now have a place to write when they want to comment on what they see and hear. NARTB last week completed revision of the NARTB Seal of Good Program Practice, displayed by stations subscribing to the Code.

John E. Fetzer, WKZO-TV Kalamazoo, Mich., chairman of the NARTB TV Code Review Board, said the new seal will be displayed for the first time Sunday, Feb. 8, by subscribing stations. The new design has been modified mainly by insertion of a post office box number—Box 1711, Washington 4, D. C.

Public response to NARTB's video code has not been large since it went into effect March 1, 1952, though 95 TV stations and four networks are subscribers and frequently display the seal.

The words "Television Code Board" have been inserted in the seal. The word "culture" has been deleted, since the three other words descriptive of industry service cover the ground, it was felt.



HUGGINS, BAUDINO GET TOP WRS JOBS

Westinghouse President Price announces Assistant AF Secretary Huggins to return as Westinghouse Radio Stations president; General Manager Baudino, as vice president, to head all WRS operations.

E. W. HUGGINS, Assistant Secretary of the U. S. Air Force, has been elected president of Westinghouse Radio Stations Inc. and Joseph E. Baudino, WRS general manager, has been elected vice president in charge of all operations, according to an announcement by Gwilym A. Price, president of Westinghouse Electric Corp., WRS parent company.

Mr. Huggins

Mr. Huggins also has been elected to a new position in the parent company, vice president of corporate affairs. He has been with the U. S. Air Force since 1951, with general supervision over its world-wide installations, overseas and off-shore procurement program and relationships with civil aviation. He had resigned as executive vice president of Westinghouse Electric International Co. to take the military assignment.

As vice president of corporate affairs, Mr. Huggins will be responsible for wholly owned subsidiaries now reporting to Mr. Price. His responsibilities include the corporate secretary's office of the parent Westinghouse company and executive liaison with associated companies in which Westinghouse has substantial interests.

Mr. Baudino is a Westinghouse career man of 25 years service. He has risen from an engineering post to the WRS executive vice presidency. He joined Westinghouse after graduation from the U. of Illinois and has been associated with broadcast activities since that time.

Mr. Baudino

Mr. Huggins will assume his new position as soon as he is released from government service. He is a native of Madison, Wis., and a graduate of Yale.

He was with the New York law firm of Cravath, Swaine & Moore, later joining the Westinghouse law department at Baltimore in 1943. From 1945 to 1951 he was in charge of the company's law department in New York, becoming executive vice president of the international subsidiary in 1951. He served as parent company secretary from 1948 to 1951.

WDEF
CHATTANOOGA, TENNESSEE

has more audience, all morning, in Chattanooga than the next two network stations combined!*

WDEF
CHATTANOOGA

1370 KC • ABC
5000 WATTS

CARTER M. PARHAM, Pres. • KEN FLENNIKEN, Gen'l Mgr.

* According to the latest available Hooper study.

Represented by BRANHAM

27 Stations-Advertisers Cop BAB's 'Radio Results' Awards

Chosen from among 300 radio station entries, winners who used radio successfully will receive wall plaques. Others receive honorable mention.

ANNOUNCEMENT of 27 winners in BAB's second annual "Radio Gets Results" contest was made Wednesday by BAB President William B. Ryan.

Winners of awards for first, second and third places in nine categories were selected from more than 300 radio station entries. For the first time, duplicate awards will be presented to advertisers for their effective use of the medium. Winning stations and advertisers will receive wall plaques, while hand-lettered scrolls will be distributed for honorable mention listings.

The range of entries included radio success stories for such varied advertisers as a baseball team, a nursing school, a cattle dealer, and for such items as $40,000 estates and cold storage lockers.

Based on Results

Awards were based on actual results achieved by advertisers through radio advertising as well as on the amount and type of radio used. Judges were: Edward Kruspak, advertising manager of *Automotive News;* G. Edwin Heming, manager, advertising department of the American Bankers Assn.; Dr. Robert L. Swain, editor of *Drug Topics* and *Drug Trade News;* Walter B. Bruce, advertising manager of the Grand Union Co., representing the Supermarket Institute, and Paul Penfield, president of Public Utilities Adv. Assn.

The awards follow:

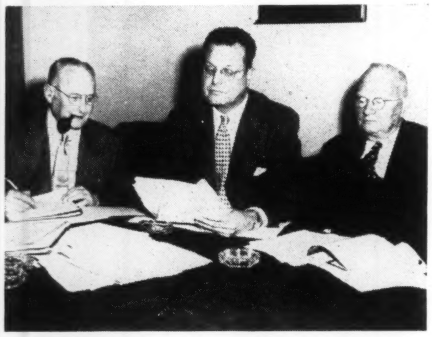
Apparel—First: WIP Philadelphia (Krass Bros.); second: WNOE New Orleans (Southern Tailoring Co.); third: KLX Oakland (Bond Clothes). Honorable mention: KIT Yakima (Hartfields); WMT Cedar Rapids (Yager's); KSWO Lawton, Okla. (Franklin's); WOR New York (Peter Chambers Inc.); KEX Portland (Hermanek's).

Automotive—First: KSWO Lawton (Green-Phillips Chevrolet Co.); second: WICC Bridgeport (Dayton & Edwards); third: KLAC Hollywood (Eddie Nelson Dodge-Plymouth Dealer). Honorable mention: KXOB Stockton (Braley's); KCBS San Francisco (Doherty Bros.); WBUD Trenton (U. S. Motors); KOPO Tucson (Curley-Moffatt).

Department Stores—First: WTBO Cumberland, Md. (Rosenbaum Bros.); second: WJTN Jamestown, N. Y. (Bigelow's); third: KOIL Omaha (Philips). Honorable mention: WTTM Trenton (Hurley-Tobin Co.); WHIZ Zanesville (H. Weber & Sons Co.); WHOP Hopkinsville, Ky. (Cayce-Yost Co.); WLCS Baton Rouge (Joy's Dept. Store).

Financial—First: WIBX Utica (Mohawk Valley Investing Co.); second: KDYL Salt Lake City (Utah Hospital & Surgical Insurance Co.); third: WRBL Columbus, Ga. (Reavis Insurance Agency). Honorable mention: KCBQ San Diego (Home Federal Savings & Loan Assoc.); WCPA Clearfield, Pa. (Workers Loan Co.); KYW Philadelphia (Bache Investment Co.); KFOR Lincoln, Neb. (National Bank of Commerce); WTTS Bloomington, Ind. (Workingmen's Federal Savings & Loan Assn.).

Food and Grocery Products—First: WIRE Indianapolis (Kingan & Co.); second: WNBC New York (Jacob Ruppert); third: KSWO Lawton (Lawton Meat Supply). Honorable mention: WOWO Fort Wayne, Ind. (Tidy House Products Co.); KCBS San Francisco (Ocoma Food Co.); WMBD Peoria (Peoria Service Co.); WCBS New York (Ferrara Confectionary Co.).



SELECTING winners for BAB's 1952 "Radio Gets Results" contest are three of judges (l to r): Edward Kruspak, advertising manager of *Automotive News;* G. Edwin Heming, manager, advertising department of American Bankers Assn.; and Dr. Robert L. Swain, editor of *Drug Topics* and *Drug Trade News.*

Food and Grocery Stores—First: WKZO Kalamazoo (Market Basket Stores); second: KYAK Yakima (Gerritsens Markets); third: KEX Portland (Schumackers Meats). Honorable mention: KNCM Moberly, Mo. (Davis Supermarket); WIRY Plattsburg, N. Y. (Morris' Market).

Home Furnishings—First: KFBI Wichita (Yowse Furniture Co.); second: WIND Chicago (Homer Bros.); third: KONO San Antonio (Montgomery Ward Catalogue Office). Honorable mention: KSTL St. Louis (Lazar & Sons); WIP Philadelphia (N. Horowitz & Sons); WKNE Keene, N. H. (Parker Pines Wayside Furniture); KOIL Omaha (Murray Wall Paper & Paint Co.); WIRY Plattsburg (Ginsberg Furniture Store).

Miscellaneous: First: WCBS New York (Durham-Enders Razor Corp.); second: WJOY Burlington, Vt. (Colonial Airlines); third: KCBS San Francisco (Affiliated Gas Equipment Inc.). Honorable mention: WIP Philadelphia (Bonafide Construction Co.); WKNE Keene (Wimon's Jewelers); KOPO Tucson (Grunewald & Adams); KDKA Pittsburgh (Don A. Atkin Co.); KNBC San Francisco (Scott Co.); WOC Davenport, Ia. (Pioneer Central Div., Bendix Aviation Corp.); WXLW Indianapolis (Rothkopf Pharmacy).

Specialized Service—First: KBMY Billings, Mont. (Big-Boy Drive Inns); second: KYAK Yakima (Wally Edwards Flowers); third: WJTN Jamestown (Mode Laundry & Dry Cleaning Co.). Honorable mention: WIND Chicago (Gingiss Bros. Men's Clothing Rental); WIP Philadelphia (Henry Ford Plumbing & Heating Co.); KGHL Billings (Your Food Bank, Cold Storage Locker); WORZ Orlando (Spar Service Station).

Cotton Belt Changes

DIVISION of management within the four-state Cotton Belt group of radio stations in Texas, Arkansas, Mississippi and Missouri has been announced, effective April 1, by David M. Segal, general manager.

Mr. Segal, who owns or controls all the stations, will assume active management of KUDL Kansas City, Mo., expected to go on the air May 1 with 1 kw on 1380 kc; KDKD Clinton, Mo., and a new station at Warrensburg, Mo. Regional linking of the three Missouri stations, to be fed out of Kansas City, is expected eventually.

Operation of the Segal southern properties will be supervised by Floyd Bell, now at KTFS Texarkana, Tex. He will be business manager of KTFS, KDMS El Dorado, Ark., KDAS Malvern, Ark., and WGVM Greenville, Miss. Thomas Alford, commercial manager of KTFS, also will supervise sales of KDAS and KDMS, with Les Eugene continuing as KTFS program manager.

Broadcaster's Main Problem: It's Personnel, Say Experts

Fellows, Menser, tell Georgia Radio and Television Institute that broadcasting and telecasting personnel, well trained and willing to work, can cure most media headaches.

MOST problems of radio and television can be cured by personnel well qualified and willing to work, in the opinion of two speakers at the opening day session of the eighth annual Georgia Radio & Television Institute.

Speaking Wednesday at the first of three day-long seminars conducted by the Henry Grady School of Journalism at the U. of Georgia in Athens, the two seemed to agree problems of higher-quality programming and production can be solved only by the finding and employment of qualified persons.

The basic problem in all programming is personnel, said Clarence L. Menser, general manager of WJBS Deland, Fla., and former program manager for NBC. "Precision that begins and ends with the design of the console or the transmitter cabinet leaves much to be desired," he said. Programming also should be "precision work," he added.

"Programming has been treated too often as the ugly sister doing a lion's share of the work but seldom getting dressed up for the party. She should have put on the glass slipper long ago," he declared.

NARTB President Harold Fellows recommended colleges and universities give as much attention to television education as to educational television. Estimating an employment figure of 40,000 for 1,000 television stations, Mr. Fellows suggested training of students with "intensity" so they will be "employable."

Maturity within the television industry, like education, is "a long, tedious process," he said.

Cahn to A-K in L. A.

EDWIN CAHN, veteran advertising agency executive for more than 20 years, has been appointed manager of the Los Angeles office of Avery - Knodel Inc., national radio-TV station representative firm, effective Feb. 1. Mr. Cahn was executive vice president of the George H. Hartman Co., Chicago advertising agency, for 21 years before resigning and selling his interest last spring. He went to the West Coast, where he became Pacific manager for Boyar International Labs. (cosmetics).

Mr. Cahn

NW School Buys WBOK

WBOK Waterloo, Iowa, has been sold to the Northwestern Theological Seminary and Bible Training School, Minneapolis, it was reported last week. Northwestern School plans to make the station noncommercial, subject to usual FCC approval. Sale price was $56,000, according to John M. Printup, general manager of the station. Buyer also owns KTIF Minneapolis.

XUM

Full Senators Schedule Has 14 TV Road Games

TWO YEAR exclusive broadcast rights sold to National Brewing Co., Baltimore, and the Phillips radio-TV appliances chain by the Washington Senators cover a total of 154 games split between home and road [B•T, Jan. 26].

For the first time, the sponsors are organizing a full schedule of road games which will be telecast, with the total estimated at 14 or more. Total games to be televised on WTTG (TV) Washington and probably in Baltimore is 24.

Both home and road games broadcast will also be aired on a network covering D. C. and four nearby states. The 20 cities are being selected to avoid conflict with schedules of minor league games in those areas. National, through Kenyon & Eckhardt, New York, is sponsoring one-half the broadcasts and all the telecasts. Phillips' agency is Cohen & Miller, Washington.

Cost of the exclusive rights is understood to be in excess of $175,000.

'Burberry Award'

WBNS-TV Columbus, Ohio, reports it is the recipient for the third straight year of the "Burberry Award," for "producing the finest in TV programs, both in its studios and from the CBS network," in central Ohio.

The citation is presented by Robert Burberry of Lancaster, Ohio, who makes the award because he feels he is an "average viewer" and because he has been "a constant fan" for the past four years.

Mr. Burberry claims he writes down "hundreds of notes on all types of programs" during the year, considering production, lighting, camera work and personalities. He praised especially WBNS-TV's five-a-week merchandise series, *Look to Lazarus*, presented by F. & R. Lazarus department store.

WPIX (TV) Will Telecast 24 Yankees, Giants Road Games

HIGHLIGHT of 1953 baseball coverage by WPIX (TV) New York will be the telecasting of 24 Yankees and Giants road games. Starting April 13, WPIX (TV) will cover a total of 158 Yankee and Giant games.

Chesterfield cigarettes will sponsor all Giants games, covered by Russ Hodges and Ernie Harwell. Ballantine Beer and Ale will sponsor Yankees telecasts except third and seventh innings (White Owl Cigars).

KSWO-TV Full Power Start

KSWO-TV Lawton, Okla., plans to begin operating about March 1 with full authorized power of 10 kw visual, 5 kw aural, antenna height 500 ft., according to the station's representative, O. L. Taylor Co., New York. B•T reported Jan. 26 that the station planned to begin operating with lower power.

FIRST TALKIE
"THE JAZZ SINGER"
with AL JOLSON
JAZZ SINGER

25th ANNIVERSARY

DO YOU REMEMBER ?

When theatre marquees heralded the most revolutionary step of the century . . . talking pictures. Al Jolson's "Jazz Singers" brought that vibrant personality to the eyes and ears of the nation. Yes . . . do you remember? We do . . . for that was the year WWNC was born. During the quarter-century since, WWNC has become a radio station — PLUS.

The plus is the place it has EARNED in the Asheville area . . . the reputation it has gained because it has been operated by the same key people. The key personnel of WWNC, whose experience totals 166 years of radio in one community, constitute a group who KNOW their area—the WWNC area.

YOU KNOW YOU REACH THE PEOPLE WHEN YOU USE WWNC . . .

CBS 5000 WATTS WWNC DAY AND NIGHT CBS

570 ON YOUR DIAL

CITIZEN-TIMES STATION IN ASHEVILLE, N. C.

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES

WJZ Change to WABC

THE FCC last week, rejecting opposition by Allen B. DuMont Labs., granted a request by ABC to change the call letters of its o&o WJZ-AM-FM-TV New York to WABC-AM-FM-TV.

Harold Burke to Direct First WCEE (TV) Airing

Mr. Burke

APPOINTMENT of Harold C. Burke, former vice president and director of Hearst Radio Inc., as coordinating director of WCEE (TV) Asbury Park, N. J., new uhf station on Ch. 58, was announced last week by the Atlantic Video Corp., operator of the station.

Mr. Burke will complete plans to put the station on the air, according to Walter Reade Jr., theatre circuit executive and Atlantic Video Corp. president. Target date for WCEE (TV) is late 1953.

Since resigning from Hearst Radio in January 1952, Mr. Burke has been in business for himself as a TV consultant, specializing in getting stations on the air. He was in charge of WBAL Baltimore from 1938, and of WBAL-TV, which went on the air in 1948. He also managed Hearst Radio properties in Milwaukee and San Antonio and performed special assignments for the Hearst stations in Los Angeles, San Francisco and New York.

Ripley Returns to WGAR

FRED RIPLEY, radio veteran since 1922, has returned to WGAR-AM-FM Cleveland, which he put on the air in 1930, to handle a nightly quarter-hour "man-about-town" series. Mr. Ripley was assistant to the general manager there in 1930, and subsequently was a news commentator, program director, vice president and general manager of a regional network comprised of WSYR Syracuse, WTRY Troy, WJTN Jamestown, all New York and WKNE Keene, N. H. He also has held executive positions at WPRO Providence and WARC Rochester, N. Y.

CHICAGO COUNCIL BANS RADIO-TV

Aldermen again veto broadcast newsmen from public crime meets in a move that arouses further opposition.

RADIO-TV newsmen were literally relegated to pencil-and-paper status last week in Chicago as broadcasters lost another battle in their continuing fight for equal access to coverage of public proceedings.

A freshly-invoked ban by the City Council on all broadcast coverage, particularly television, drew criticism from stations and their commentators. **Council voted 27-16 to reject petitions for permission to air coverage of local** crime investigating committee sessions.

The fight for free access to the public proceedings was led by WGN-TV, which asked the council for authority to televise hearings live. Similar requests were filed by WBBM (CBS) and WMAQ (AM) and WNBQ (NBC-TV) and WENR-TV (ABC), which wanted to make tape recordings and film clips.

Frank Schreiber, general manager of WGN-AM-TV, said the stations will "continue to pursue this question in the public interest." WGN-TV was prepared to install technical facilities in council chambers without causing inconvenience or interference with normal processes.

A broadcast ban has been in force in Chicago since May, when similar petitions were rejected. The vote was better last week than the 40-3 tally recorded last year.

Hearings opened Tuesday with radio-TV newsmen-commentators armed only with paper and pencil. Late in the week they held out hope that council would allow tape recordings.

Protesting the council decision, WBBM's John Harrington, NBC's Clifton Utley and Bill Ray, among others, stressed that hearings were public but that broadcasters were denied equal coverage access.

Alderman Freeman led the council fight for TV. Alderman Wagner denounced the proposal to admit TV, charging that the "right of privacy . . . is stronger than the right of the public to be entertained." Commenting on the WGN-TV petition, Mr. Schreiber said "We should have the same access and privileges to the hearings as is traditionally provided for the press and other news media."

Help for Handicapped

STATIONS donated almost $1 million worth of time promoting National Employ the Physically Handicapped Week in October, making more than 13 million radio and TV impressions.

William R. McAndrew, information chairman on the President's employ-the-handicapped committee, who also manages news and special events for NBC, said a total of 63,410 programs and spots, worth $913,000, were donated the week of Oct. 5-11.

Radio and TV coverage was increased 50% over the previous year, he said. He commended 3,000 broadcasters for their cooperation. Terming their work an "exceptional display." He said, "I have rarely seen anything like it."

Tucson Papers Herald TV

SPECIAL television editions of both Tucson newspapers, *The Arizona Daily Star* and *Tucson Daily Citizen*, heralded the coming of TV to that Southwestern city yesterday (Sunday) when KOPO-TV was to begin programming. The *Star*, in a 36-page TV section last month, covered both the technical and entertainment sides of TV. The *Citizen*, in its television edition, also devoted 36 pages to the medium. There are three TV grantees in Tucson, but only KOPO-TV is ready for operation. KVOA-TV expects to go on the air in a few months and KCNA-TV has not announced its plans, the *Citizen* reported.

STATION REPRESENTATIVES

Branham Co. Boosts Executives

BRANHAM Co., station representative firm, announced last week Monroe H. Long, president, had been elected vice board chairman by the company's directors.

Eugene P. Corcoran, executive vice president, was chosen as president, and Joseph F. Timlin, vice president, as executive vice president. John Petrie continues as the Branham Co.'s chairman of the board.

Representative Shorts

John E. Pearson Television Inc. appointed national representative for KFSA-TV Ft. Smith, Ark.

William G. Rambeau Co. appointed national representative for WFAM-TV Lafayette, Ind.

Blair-TV Inc., N. Y., appointed national representative for WTTG (TV) Washington.

Walker Representation Co., N. Y., appointed N. Y. representative for WLBC-TV Muncie, Ind. **Hal Holman Co.** will represent station in Chicago.

Gill-Keefe & Perna Inc., national radio station representatives, changing firm name to **Gill-Perna Inc.,** effective today (Monday). There will be no change in officers of firm with **Helen Gill,** president, and **John J. Perna Jr.,** executive vice president.

Bolling Co., N. Y., appointed national representative for WTUV (TV) Scranton, Pa.

the NBC *station serving*
greater YOUNGSTOWN, O.
30th population area in U.S.
5,000 WATTS
WFMJ
Duplicating on 50,000 Watts FM

CBS Adds 6 New TV Outlets to Network

ADDITION of five new TV stations to CBS-TV was announced Wednesday by Herbert V. Akerberg, CBS-TV vice president in charge of station relations. They are as follows:

WKNB-TV New Britain, primary, supplementary, interconnected affiliate operating on Ch. 30, effective last Saturday. Owned and operated by New Britain Broadcasting Co. Peter B. Kenney is general manager.

WBRE-TV Wilkes-Barre, primary, supplementary, interconnected affiliate operating on Ch. 28, effective immediately. Owned and operated by Louis G. Baltimore. David Baltimore is general manager.

KFEQ-TV St. Joseph, primary, supplementary, interconnected affiliate on Ch. 2, effective Apr. 1. Owned and operated by KFEQ Inc. B. Pitts is general manager.

WHP-TV Harrisburg, primary, supplementary, interconnected affiliate on Ch. 55, effective March 15. Owned and operated by WHP Inc. A. K. Redmond is vice president and general manager.

WCOV-TV Montgomery, Ala., primary, supplementary, non-interconnected on Ch. 20, effective March 1. Owned by Capitol Broadcasting Co. Hugh M. Smith is general manager.

KOPO-TV Tucson, effective yesterday (Sunday), as a primary, supplementary, non-interconnected affiliate on Ch. 13. Owned and operated by Old Pueblo Broadcasting Co. E. S. Mittendorf is general manager.

No Plans Seen by MBS To Replace Fineshriber

THOMAS F. O'NEIL, president and board chairman of Mutual, said last week that "present plans do not include a replacement in the post of executive vice president" in the wake of William H. Fineshriber Jr.'s departure from that office to become vice president and general manager of the NBC radio-TV networks [B•T, Jan. 19].

Indicating his intention to continue and intensify his own activities in directing Mutual affairs, Mr. O'Neil's statement was prompted by speculation that a key aide was being sought to assist him, either with or without the title Mr. Fineshriber is vacating [B•T, Jan. 26]. Text of the statement:

"Our present plans do not include a replacement in the post of executive vice president.

"In order to maintain the closest possible touch with the officers of Mutual, I shall work directly with them.

"Mutual's vice presidents and secretary-treasurer have been with the network an average of more than 12 years, and form a very solid base for continuing Mutual's sales increases, which, in 1952, were the largest in the industry, and which are already following this same pattern in the first quarter of 1953."

Mr. Fineshriber is slated to join NBC late this month.

ABC-TV Adds KFOR-TV

KFOR-TV Lincoln, Neb., new outlet expected to begin commercial telecasting about April 1, has affiliated with ABC-TV, Alfred R. Beckman, national director of radio and TV station relations, announced last week. Addition of KFOR-TV brings the ABC-TV affiliates total to 79.

Owned by Cornbelt Broadcasting Co., the station will operate on vhf Ch. 10. George Smith is general manager.

GEARED TO SERVE

. . . **For the production of TV film commercials**, no other organization in the world offers facilities as complete as those of the Alexander Film Co!

. . . **For the convenience of sponsors and agencies**, Alexander maintains a national sales network with more than 150 special representatives!

. . . **For quality and sales appeal**, Alexander offers 34 years of experience and progress in producing and distributing film advertising campaigns that SELL!

ALEXANDER SALES FORCE: There is a specially trained Alexander representative in your area . . . ready to give you personal assistance with your film commercial plans.

ALEXANDER STAGE: Housing 32 large sets, the Alexander Stage offers every facility for reproduction of authentic scenes and locations. Seven complete camera crews are maintained.

ALEXANDER ART DEPT: More than 75 skilled artists, including a complete department for cartoon animations, do the art work for Alexander productions.

ALEXANDER SERVICE DEPT: Film storage in constant temperature vaults keeps film in top condition while awaiting shipment to TV stations.

ALEXANDER FILM CO.

COLORADO SPRINGS

New York City • Detroit • Chicago
San Francisco • Dallas • Hollywood

GATES

QUINCY, ILLINOIS.

YOUR ONE SOURCE FOR ALL BROADCASTING EQUIPMENT NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL. . . . . TEL. 8202
HOUSTON, TEXAS . . . . TEL. ATWOOD 8536
WASHINGTON, D. C. . . . TEL. METROPOLITAN 8-0522
MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

XUM

ABC ADOPTS SINGLE RATE POLICY FOR ITS FIVE OWNED STATIONS

Trend to a single rate for day and night radio was very much in evidence last week as ABC announced that policy for its owned stations. KXOK St. Louis also joined the single raters. Question still open is whether this is the start of a wholesale change in ABC's network rate structure.

RADIO'S single-rate apostles last week received the strongest boost they've yet had as ABC announced adoption of the policy for all five of its owned radio stations [CLOSED CIRCUIT, Jan. 26].

One-rate structures for both day and evening time were announced for the network's WJZ New York, WENR Chicago and WXYZ Detroit, respectively, effective yesterday (Sunday), and officials said KECA Los Angeles and KGO San Francisco, also ABC-owned, would follow suit shortly. March 1 is the target date for KECA and KGO.

In a separate move, which some observers felt might mark the start of a trend among ABC radio affiliates, KXOK St. Louis, the network's outlet there, announced that it also was going on the single-rate plan effective yesterday.

Foreshadows Network Revision?

Whether the ABC action with respect to its owned stations—which applied only to spot and local advertising rate of each station—was a harbinger of similar changes in the ABC network rate structure could not be determined. It is known that top officials have advocated adoption of the single-rate plan on a network basis, and that, although they encountered some resistance in broaching it to affiliates last fall, they did not abandon it altogether.

In the case of WJZ and WXYZ, the new structure establishes the former daytime or Class B base hourly rate—$720 at WJZ and $350 at WXYZ—as the base hourly rate for both day and evening time, while in the case of WENR, where the situation is complicated by the fact that the station shares the 890 kc frequency with WLS, the new single rate was set at $450, one-half of the old Class A base rate of $900. Different rates are provided for late-evening times, and early-morning rates are increased.

Ted Oberfelder, ABC vice president in charge of owned radio stations, who announced the changes, noted that the stations' respective discount structures had been revised downward somewhat, but said that even so, evening advertisers would receive considerable savings. He said that on WJZ, for example, this saving would range between 20 and 40% in the 6-10:30 p.m. period.

The changes also encompass reductions in one-minute and station break announcement rates.

Advertisers get the benefit of rate reductions effective immediately, while present sponsors are protected against the increase features for six months.

Mr. Oberfelder said:

"The advisability of placing into effect a single rate policy on the ABC-owned radio stations has been under consideration and deliberation for quite some time, and after prolonged study of the radio rate structure, it was decided that a new approach with regard to radio rates was necessary.

"The expediency of a simpified rate card is immediately apparent and the ABC is taking the initiative among the owned radio stations of the major networks in launching the single rate policy. . . .

"ABC has seen fit to equalize the radio rates of its owned stations so as to be of utmost benefit to the advertiser. Under the new rate structure, purchasers of nighttime radio will find it as efficient a buy as daytime purchases."

Highlights of the changes, which include the cutting of higher Sunday afternoon rates back to the level of other times, are as follows, station by station:

WJZ New York

New gross hourly rate of $720 applies from 8 a.m. to 10:30 p.m. From 10:30 p.m. to midnight, the rate is $400 gross per hour; from midnight to 7 a.m., $200 gross per hour. This replaces a structure in which the gross hourly rates were $720 between 8:15 a.m. and 6 p.m.; $900 between 6-7 p.m., and $1,200 between 7 p.m. and 10:30 p.m.

The new one-minute announcement rate is $95; new station-break announcements rate is $70. Formerly, both one-minute and station-break announcements sold at $200 in the 7-10:30 p.m. period, $150 between 6-7 p.m., and $108 between 8:15 a.m. and 6 p.m.

But rates for participations in early morning periods are revised upward: On the 6-6:30 a.m. farm show, the rate goes from a flat $45 per announcement to a flat $50 per; on the 6:30-8 a.m. disc jockey show, the rate goes from a flat $70 per participation to a flat $80 per.

Except for these hours, the 8-9 a.m. period and the 1-2 p.m. Mary Margaret McBride Show, the rates in participation programs are now equalized throughout the day, ranging from a flat $120 per participation one time weekly to $80 per participation on a five-times-a-week basis.

For the first time, WJZ is offering special announcement packages. Rate for one-minute announcement packages range from $350 a week for a package of five, to $1,575 a week for a package of 30; for station-break packages, the range is from $250 a week for five, to $1,125 a week for thirty.

Changes in discount structure include lowering of maximum discount from 30% to 25%, and putting the starting discount on a 26-time rather than 13-time basis.

WXYZ Detroit

In changes similar to those adopted for WJZ, ABC's WXYZ Detroit now has a gross hourly rate of $350 which is applicable from 7 a.m. to 11 p.m., with $200 the gross hourly rate between 11 p.m. and 7 a.m. The old rates included: $350 gross per hour between 9 a.m. and 6 p.m.; $550 per hour between 6 p.m. and 10:30 p.m., and $200 hourly between 7 a.m. and 9 a.m.

Discounts were reduced in accordance with the WJZ formula.

New announcement rate of $42 each, before discounts, applies from 7 a.m. to 11 p.m., except in certain programs, and is the same as the old daytime announcement rate. The former $12 rate for announcements between 6-7 a.m. is doubled to $24, before discounts.

WENR Chicago

Under its share-time arrangement with WLS, WENR generally signs on at 3 p.m., does not operate on Saturdays. Its rate structure is complex. Where its former Class A rate was $900 per hour, applicable between 8 and 10 p.m. Monday through Friday, the new base hourly rate is $450 and is applicable between sign-on and 10:30 p.m. From 10:30 p.m. to sign-off, the base hourly rate is $300. The former nighttime announcement rate of $150 (before discounts) has been cut in half to form a new rate of $75 per announcement (before discounts) which applies from sign-on to 10:30 p.m.

KGO and KECA

New rate cards are now being prepared. Network officials hope they can go into effect March 1.

Friendly's ABC Post

EDWIN S. FRIENDLY Jr., ABC national television sales director, has been relieved of all administrative duties—at his own request—in order to concentrate on top-level sales, spokesmen said last week. The administrative duties which he formerly handled are being taken over by Charles Abry, Eastern Sales Manager.

THE LATEST
WCKY
STORY

WCKY *SELLS* FOR YOU

Proof in Actual Orders sent Direct to the Station

Shows WCKY outsells all other stations.

Put your advertising on W C K Y and watch

The Sales Results.

W·C·K Y

CBS AFFILIATES PLAN NEW GROUP

STEPS toward possible formation of a single, independent group to represent CBS Radio affiliates in all business matters of mutual concern to stations and network were taken last week by a subcommittee of the affiliates' so-called "Rate Committee" and of representatives of the Columbia Affiliates Advisory Board (CAAB).

Meeting in New York, members of the two groups chose a three-man joint committee to draft plans and prepare a proposed constitution and by-laws for such an independent group. The joint committee includes Hulbert Taft Jr. of WKRC Cincinnati, a member of both the "Rate Committee" and the CAAB; Lee Wailes of Storer Broadcasting Co., a member of the "Rate" group, and Joseph Bernard of KOMA Oklahoma City, secretary of CAAB.

John E. Fetzer of WJEF Grand Rapids and WKZO Kalamazoo, and who heads the "Rate Committee" formed last summer by CBS Radio affiliates when the last round of network rate cuts became imminent, said he hopes the three-man joint planning group will have a plan for an independent affiliates' committee ready to submit to the affiliates by the time his committee's term expires Aug. 25.

Members of the CAAB, it was understood, took a private poll among themselves during a recent meeting in Los Angeles and concluded it should operate as an independent body rather than under the aegis of the network.

At last week's meeting, spokesmen said, it was decided a merger of CAAB and the "Rate Committee" should not be considered at that time, because of uncertainty as to affiliates' wishes, plus the fact that the rate group's term does not expire until August.

CBS officials, acquainted with the proposal for a single independent committee to represent affiliates, were said to have indicated approval.

Meanwhile, representatives of the "Rate Committee" voted to change its name—to CBS Business Standards Committee.

Attending last week's meeting were:

Mr. Fetzer, chairman of the "Rate" or Business Standards Committee; I. R. Lounsberry of WGR Buffalo, CAAB chairman; Messrs. Bernard, Taft, and Wailes; Victor A. Sholis, WHAS Louisville; Kenyon Brown, KWFT Wichita Falls, Tex.; and Ray Herndon, KTRH Houston, a member of the Business Standards Committee but not of the subcommittee.

50-Kw KTHS Signs For CBS in June

KTHS Little Rock, which is expected to start a 50-kw operation on 1090 kc in mid-March, has been signed as an affiliate of CBS Radio effective June 15, William A. Schudt Jr., national director of station relations for the network, announced last week. He said it will bring the number of 50-kw stations on the CBS Radio network to 26, exceeding the total of any other network in Continental U. S.

KTHS currently is affiliated with ABC, and spokesmen for that network said plans for its replacement had not been completed. KLRA is CBS Radio's present affiliate in Little Rock.

KTHS, formerly at Hot Springs, is owned by Radio Broadcasting Inc. B. G. Robertson is general manager.

W. V. Hutt, general manager of KLRA, said that he had no comment on the change.

in this room . . .

there's no room for doubt

There can be no room for doubt in the continuity and fidelity of your broadcast. You demand — and get — the best in transmitting and studio equipment.

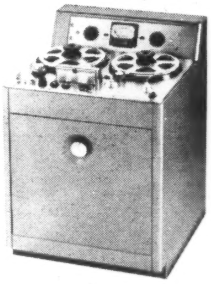
Nor should you compromise with quality in the tape recorder you select.

AMPEX Recorders are engineered to the highest *professional* standards of reliability and performance.

AMPEX brings you these cost-saving operating advantages:

Model 400A

- **UNINTERRUPTED SERVICE**
  Under the demand of heavy-duty programming, AMPEX Recorders deliver thousands of hours of unbroken service. Recently a set of AMPEX heads was returned from Honolulu for routine replacement after 11,000 hours continuous use, 17 hours a day. The heads were still within AMPEX specifications for new heads and had several thousand more hours of use remaining.
- **MINIMUM "DOWN TIME"**
  AMPEX Recorders are designed for thousands of hours of continuous operation with minimum down time, resulting in low maintenance costs and protection from sudden broadcast failures.
- **ACCURATE TIMING**
  AMPEX split-second timing accuracy protects your programs and commercials from embarrassing time overlaps.
- **HIGHEST FIDELITY**
  Even when programs are repeatedly transcribed from one tape to another, there is no noticeable build-up of noise level, "wow" or distortion.
- **LONG LIFE**
  AMPEX Recorders are designed and built for years of service dependability. Its recordings match established NARTB standards. When you have an AMPEX, you have a machine built for years-ahead performance.



Model 300

AMPEX

MAGNETIC RECORDERS

If you plan for tomorrow, buy an AMPEX today

AMPEX ELECTRIC CORPORATION • 934 CHARTER STREET • REDWOOD CITY, CALIFORNIA

Let FILMACK Make Your TV Film Spots By Mail

as LOW as
with Audio
8 Second $50
20 Second $80
LOW Budget Prices
One Minute $150

Hundreds of Ad Agencies rely on Filmack for TV Spots by Mail. With our 35 Years Experience, Huge Facilities, and Expert Craftsmen, we can produce all types of stop-motion, full animation and TV slides! . . . Send in your Storyboards for quotes.

FILMACK STUDIOS 1324 SOUTH WABASH AVE., CHICAGO

CBS RADIO SIGNS $850,000 NEW SALES; REPORTS RENEWALS BY TEN SPONSORS

As CBS Radio disclosed its "checkerboard" sales plans for the 7-7:45 p.m. EST period, the network announced new signings and renewals. John Karol found new proof that radio is the "No. 1 advertising medium."

IN A RADIO sales flurry, CBS Radio signed up an estimated $850,000 in new business last week, reported renewals representing $11.7 million in gross annual billings, and unveiled plans for a new "checkerboard" pattern of radio selling.

Ten current sponsors and 18 programs were represented in the renewals, which John Karol, vice president in charge of network sales, said had been signed since Jan. 1.

They include six Procter & Gamble daytime serials, three Lever Bros. and two Wm. Wrigley Jr. Co. programs, and one each of seven other advertisers.

Mr. Karol cited the renewals as evidence that "in their re-examination of advertising dollars [the country's timebuyers] are continuing to find that radio is the No. 1 advertising medium.

Signs C-P-P Extension

New business included the signing of Colgate-Palmolive-Peet Co. to extend its Tuesday night Louella Parsons commentary, now heard 10-10:05 p.m., to a full quarter-hour, 10-10:15, effective March 31, through Lennen & Newell, New York; the purchase by Nescafe (coffee) of the third and last available participating sponsorship on the three Power Plan shows, effective April 1 through Sherman & Marquette, New York, and the signing of Ferry-Morse Seed Co., Detroit, for sponsorship—for its ninth straight year—of the *Garden Gate Show* (Sat., 9:30-45 a.m. EST) for 14 weeks starting Feb. 21 through MacManus, John & Adams, Detroit.

The new "checkerboard" plan of selling, outlined Tuesday by Dudley Faust, eastern sales manager for CBS Radio, was described as "completely new to network radio." It encompasses the three quarter-hour strips in the 7-7:45 p.m. EST period recently vacated by Procter & Gamble and Campbell Soup Co.

Under the plan, advertisers may buy three quarter-hours a week or two quarter-hours a week—but either way each sponsor gets a different time period and different program each night he is on. The plan will accommodate three three-times-a-week advertisers and three twice-a-week sponsors. It works this way:

Three-times-a-week users—One advertiser may sponsor *Beulah* at 7-7:15 p.m. Mondays, *Junior Miss* at 7:15-7:30 p.m. Wednesdays, and Jo Stafford at 7:30-7:45 p.m. Fridays. A second advertiser may have *Junior Miss* on Mondays, *Jo Stafford Show* on Wednesdays, and *Beulah* show on Fridays. The third may sponsor Miss Stafford on Mondays, *Beulah* on Wednesdays, and *Junior Miss* on Fridays.

Twice-a-week users—One advertiser may sponsor *Beulah* on Tuesdays and *Junior Miss* on Thursdays; a second, *Junior Miss* on Tuesdays and Miss Stafford on Thursdays; a third, Miss Stafford on Tuesdays and *Beulah* on Thursdays.

This plan, Mr. Faust asserted, combines the values of "multiple-night frequency in strategically staggered time periods for maximum sponsor program identification." It is being offered in cycles of 13 weeks.

The cost: Approximately $20,900 a week for time and talent on the three-a-week plan; approximately $14,300 a week for time and talent on the two-a-week schedule.

Mr. Faust cited Nielsen figures to show that the three-a-week checkerboard sponsor would reach an unduplicated audience of 13,923,000 listeners a week (average for the three combinations), as against 11,510,000 for a Monday-Wednesday-Friday advertiser occupying the same period each night (the 7:30-7:45 p.m. portion when it was sponsored three nights a week by Campbell).

The twice-a-week sponsor on the checkerboard plan, Mr. Faust said, would reach 10,963,000 a week as compared to 9,648,000 for the average Tuesday-Thursday sponsor occupying a constant time period (the 7:30-45 p.m. period when it was sponsored Tuesdays and Thursdays by Oldsmobile).

Cost-per-thousand on the three-a-week checkerboard plan was placed at $1.27 and on the twice-a-week staggered plan at $1.30, compared with $1.40 per thousand, average of 50 sponsored daytime strips.

As a possible variation, Mr. Faust said, two advertisers could "team up," alternating the thrice-weekly and twice-weekly sponsorships so that each would average two and a half quarter-hours a week.

The checkerboard pattern will be offered to advertisers and agencies in the immediate future, Mr. Faust said.

Meanwhile, the renewed business signed by CBS Radio since the first of the year was listed as follows:

Procter & Gamble—*Brighter Day, Guiding Light, Young Dr. Malone, Ma Perkins, Road of Life*, and *Rosemary*, all daytime serials.

Lever Bros.—Thomas J. Lipton Div. for *Arthur Godfrey's Talent Scouts*, and Lever Bros. for *Lux Radio Theatre* and the Monday, Wednesday and alternate Friday 10:30-10:45 a.m. EST segment of *Arthur Godfrey Time*.

Wm. Wrigley Jr. Co.—*Gene Autry Show* and *Life With Luigi*.

Carter Products—*City Hospital*.

Longines-Wittnauer Watch Co.—*Symphonette*.

Metropolitan Life Insurance Co.—*Allan Jackson and the News*. (Also *Dave Vaile and the News* on the CBS Pacific Radio Network.)

Campana Sales Co.—*Bill Shadel and the News*.

Mars Inc.—*People Are Funny*.

Toni Co.—*Fun for All*.

General Foods—*Renfro Valley—Sunday Morning Gathering*.

NBC Promotes Dietrich

APPOINTMENT of George S. Dietrich as eastern sales manager of NBC's radio spot sales was announced last week by William N. Davidson, national sales manager for the department. Mr. Dietrich succeeds Joseph W. Goodfellow who recently was appointed director of sales for WRC-AM-FM and WNBW(TV) Washington.

Mr. Dietrich

A member of NBC's radio spot sales staff since December 1950, Mr. Dietrich served previously as general sales manager for Radio Time Inc.

it's **best** to be in the....

MIDDLE

...and the best is WSLI, the oldest regional station in Jackson at the same favorable middle position on the dial.

JACKSON, MISSISSIPPI

WSLI
5000 watts DAY & NIGHT
TOWN AND COUNTRY STATION
the middle spot
930
on your dial
ABC AFFILIATE

Weed and Company, National Representatives

PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION
LADY LUCK IS A DESERTER!
IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Building
Kansas City, Missouri

TOTAL '52 NETWORK GROSS UP 13.7%

Combined radio-TV network gross for 1952 hit $344,248,242, compared to 1951's $302,708,307, Publishers Information Bureau figures reveal.

COMBINED gross time charges of the radio and TV national networks for 1952 totaled $344,248,242, a gain of 13.7% over the 1951 combined network gross of $302,708,307, according to figures released last week by Publishers Information Bureau.

Unlike earlier PIC computations, these annual totals include gross time charges for the sponsored broadcasts and telecasts of the national political conventions and of election returns.

For radio alone, the four-network 1952 gross was $163,453,462, down 6.4% from the 1951's $174,718,594. The decrease is due at least in part to the 10% cut in gross rates effected in July 1951 by NBC and CBS. Changes in discount structure, made at that time by ABC and MBS, are not reflected in the PIB data, which are figured on a one-time, before-discount basis. For that reason, PIB figures do not show effects of the 25% reduction in time charges adopted by the networks in the fall, since these all were effected by changes in discounts rather than as straight rate cuts.

For TV alone, the four networks increased gross billings in 1952 over the previous year by 41.3%, rising from $127,989,713 in 1951 to $180,794,780 in 1952.

For December, national network radio gross time charges totaled $14,925,095, slightly (2.1%) ahead of the December 1951 gross of $14,619,048, while the national TV network gross rose 21.9%, from $14,247,061 in the last month of 1951 to $17,462,216 in the same month of 1952. Combined, the radio-TV network gross was $32,387,311 in December 1952, up 12.2% from the December 1951 gross of $28,866,109. PIB tabulations follow:

NETWORK RADIO

	December 1952	December 1951	Jan.-Dec. 1952	Jan.-Dec. 1951
ABC	$ 2,856,714	$ 3,300,219	$ 35,023,033	$ 33,708,846
CBS	5,717,800	5,278,508	59,511,209	68,784,773
MBS	1,980,316	1,697,014	20,992,105	17,900,958
NBC	4,370,265	4,343,307	47,927,115	54,324,017
Total	$14,925,095	$14,619,048	$163,453,462	$174,718,594

NETWORK TELEVISION

	December 1952	December 1951	Jan.-Dec. 1952	Jan.-Dec. 1951
ABC	$ 1,331,588	$ 1,980,145	$ 18,353,003	$ 18,585,911
CBS	7,088,506	4,736,368	69,058,548	42,470,844
DTN	1,211,316	937,875	10,140,656	7,761,506
NBC	7,830,806	6,592,673	83,242,573	59,171,452
Total	$17,462,216	$14,247,061	$180,794,780	$127,989,713

INDIVIDUAL NETWORK RADIO TOTALS TO DATE

	ABC	CBS	MBS	NBC
Jan.	$ 3,301,479	$ 5,161,397	$ 1,699,282	$ 4,357,353
Feb.	3,177,970	4,788,507	1,600,399	3,994,018
Mar.	3,355,715	5,154,077	1,826,527	4,184,074
Apr.	3,244,146	4,943,400	1,681,924	4,078,593
May	3,323,092	4,963,794	1,821,571	3,861,882
June	3,001,314	4,629,254	1,632,977	3,708,014
July	2,372,710*	3,920,643*	1,339,276	3,621,810*
Aug.	2,281,852	4,028,081*	1,325,059	3,338,843
Sept.	2,533,785	4,846,978*	1,607,485	3,901,715
Oct.	2,914,322*	5,851,106*	2,304,804	4,371,569
Nov.	2,659,934*	5,506,172*	2,172,485	4,138,979*
Dec.	2,856,714	5,717,800	1,980,316	4,370,265
Total	$35,023,033	$59,511,209	$20,992,105	$47,927,115

RADIO TOTALS, ALL NETWORKS

Jan.	$ 14,519,511
Feb.	13,560,894
Mar.	14,520,393
Apr.	13,948,063
May	13,970,339
June	12,971,559
July	11,254,439*
Aug.	10,973,835*
Sept.	12,889,963*
Oct.	15,441,801*
Nov.	14,477,570*
Dec.	14,925,095
TOTAL	$163,453,462

INDIVIDUAL NETWORK TELEVISION TOTALS TO DATE

	ABC	CBS	DuM	NBC
Jan.	$ 2,020,461	$ 5,074,643	$ 717,148	$ 7,259,307
Feb.	2,148,467	5,103,043	748,544	6,813,549
Mar.	2,065,052	5,643,123	760,593	7,320,358
Apr.	1,699,760	5,641,831	738,926	6,946,751
May	1,504,043	5,602,634	775,063	6,822,982
June	1,279,985	5,385,820	749,497	5,794,534
July	1,082,751*	4,916,245*	799,074*	5,963,550*
Aug.	1,166,169	5,190,934*	845,780	5,618,643
Sept.	1,203,917	5,860,751*	809,475	6,769,228
Oct.	1,453,811	6,896,206*	958,674	8,076,848
Nov.	1,396,999*	6,654,812*	1,026,566	8,026,017*
Dec.	1,331,588	7,088,506	1,211,316	7,830,806
Total	$18,353,003	$69,058,548	$10,140,656	$83,242,573

TELEVISION TOTALS, ALL NETWORKS

Jan.	$ 15,071,559
Feb.	14,813,603
Mar.	15,789,126
Apr.	15,027,268
May	14,704,722
June	13,209,836
July	12,761,620*
Aug.	12,821,526*
Sept.	14,643,371*
Oct.	17,385,539*
Nov.	17,104,394*
Dec.	17,462,216
TOTAL	$180,794,780

* Revised as of January 26, 1953

Three New TV Stations Sign NBC Contracts

THREE new TV stations have signed affiliation agreements with NBC, Harry Bannister, NBC vice president in charge of station relations, announced Wednesday. Stations are WSBT-TV South Bend, WFBG-TV Altoona and WLEV (TV) Allentown.

WSBT-TV, already on the air, operates on uhf Ch. 34. It is owned by the *South Bend Tribune*, which also operates WSBT-AM.

Scheduled to go on the air this week, WFBG-TV will operate on Ch. 11. The owner is Gable Broadcasting Co., operator of WFBG-AM, NBC's radio affiliate.

WLEV (TV) expects to begin operations on uhf Ch. 51 about March 15. It is owned by the Associated Broadcasters Inc.

CBS Radio and TV Split In Spot Is Completed

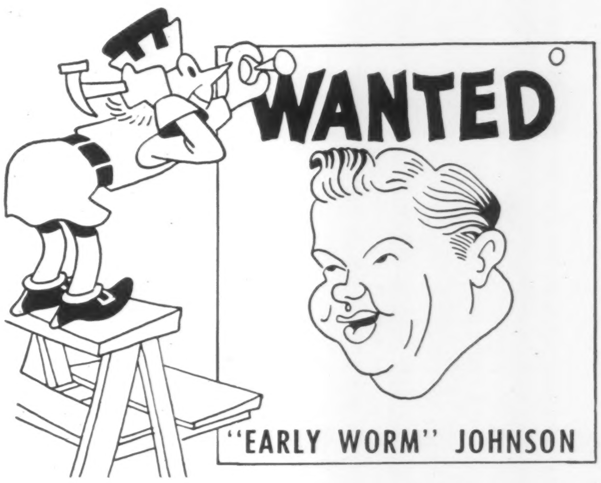
SEPARATION of CBS spot radio and spot TV divisions was completed last week when two distinct units were established in Los Angeles. George E. (Buck) Hurst will direct the spot radio office and Edward Larkin the spot TV office, effective immediately.

Mr. Hurst

In announcing the move, J. Kelly Smith, administrative vice president of CBS Radio, and Merle S. Jones, CBS-TV vice president in charge of CBS-owned stations and general services, noted division of CBS spot operations in other major cities.

Mr. Hurst joined CBS in July 1951 as a national advertising representative in KCBS San Francisco's sales department and manager of merchandising for the Housewives Protective League in the San Francisco area.

Mr. Larkin, who becomes manager of the Los Angeles office of CBS-TV sales, has been with CBS since 1938.



The "Early Worm" never gets the bird from sponsors who want results. Irwin Johnson's "Early Worm" program has top listenership throughout the 24-county, Central Ohio area reached by WBNS . . . starts the day right for loyal WBNS listeners. They stay with WBNS to hear top local and CBS network shows . . . including *all* the top 20-rated programs!

ASK JOHN BLAIR

WBNS RADIO

POWER
WBNS — 5,000
WELD-FM—53,000
COLUMBUS, OHIO

CENTRAL OHIO'S ONLY CBS RADIO OUTLET

Stockholders to Vote On Emerson-Webster Merger

PROPOSED merger of Emerson Radio & Phonograph Corp. and Webster-Chicago Corp. hit a snag last week, with consolidation hinging on stockholders' meeting next Wednesday.

The proposal was held up by Martin C. Remer, president of Remer, Mitchell & Reitzel, Chicago investment house. He attacked the proposal as contrary to the best interests of stockholders and called for proxies, to be used at the meeting this week when a vote will be taken. Directors of Emerson (radio-TV sets) and Webster (record-changers, wire recorders) have authorized the plan.

Proxy statement sent by merger proponents, including Benjamin Abrams, Emerson president, and R. F. Blash, head of Webster-Chicago, gives reasons for the merger. The principal objective, it was explained, is to combine both firms in a single company with larger resources and more diversified products.

The plan calls for Emerson to issue 337,500 shares of common stock in exchange for 450,000 shares of Webster-Chicago common at the rate of three-fourths of one Emerson share for each full share of Webster-Chicago stock [B•T, Dec. 22, 1952].

'Double Rhombic' Antenna

SPECIAL "double rhombic antenna" which "reradiates" video impulses from a loftier position to TV set antennas in mountainous areas, at a cost of only a few dollars, has been developed by Dr. Richard C. Webb, electronics engineer, and Col. Victor C. Huffsmith, assistant director of the Denver Research Institute of the U. of Denver.

The two university staff members developed the antenna, rhombic shaped and 200 ft. long, and placed it on a peak overlooking Col. Huffsmith's home after the latter experienced trouble receiving TV signals on his set. Result was that not only Col. Huffsmith, but surrounding neighbors, reported better TV reception.

Instructions for building and installing the double-rhombic antenna, which the two report costs only a few dollars to build if the TV set owner is handy with tools, are available free from the Publications Office, Denver Research Institute, U. of Denver, Denver 10, Col.

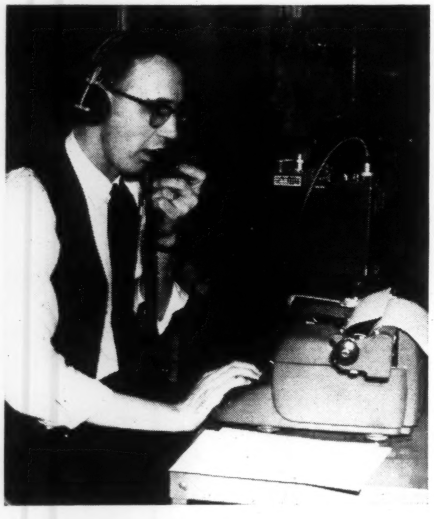
Science Award to Sarnoff

BRIG. GEN. DAVID SARNOFF, RCA board chairman, last Thursday was presented with the annual Engineering and Science Award of the Federation of Engineering Societies of the Drexel Institute of Technology for his pioneering work in radio and television.

The citation referred to Gen. Sarnoff's "epochal contributions to the development of the science and art of radio communications in all its phases, from its crude beginnings in the days of damped wave telegraphy to its culmination in the highly refined instruments of modern television."

Guthrie Transfers

FRED P. GUTHRIE, assistant vice president and Washington district manager of RCA Communications, transfers to the Washington office of the RCA Frequency Bureau on Feb. 1. He is succeeded as district manager by Stephen H. Simpson Jr., traffic engineer for RCA Communications at New York and for the past month assistant district manager in Washington. Mr. Guthrie has been with RCA for nearly 30 years and from 1923-28 was in charge of WRC Washington, now owned by NBC.



AP rewrite man Paul Gocke receives on-the-spot coverage from reporter participating in Presidential Inauguration parade, using lightweight walkie-talkie developed by RCA Victor for the U. S. Army Signal Corps.

New Recording Tape

RECORDING engineers, using a new magnetic tape, can either increase their output level without increasing distortion or reduce distortion at present output levels, according to Minnesota Mining & Manufacturing Co. of St. Paul. The tape, trademarked "Scotch No. 120 High Output", is stated to produce at least 8 db more output at a given distortion level than any other magnetic tape over the entire range of the audio spectrum. It will have special significance in high quality recording fields, such as recording of symphonic and other types of music, it was explained.

Edwin A. Nicholas Dies; Was Mfg. Industry Leader

EDWIN AUGUST NICHOLAS, 59, former president of the Farnsworth Radio & Television Corp. and long-time leader in radio-TV-phonograph manufacturing, died Wednesday in Fort Wayne, Ind., after a four-months illness.

Mr. Nicholas served as president of Farnsworth from 1938 to 1949, and at one time he was a member of the board. When he died, he was director of the patent contract department of International Telephone & Telegraph Corp., manufacturer of TV, radio and phonographs as well as other equipment. He joined IT&T when it absorbed Farnsworth in 1949.

He worked 14 years for RCA, joining the company in New York in 1924 as assistant to the vice president and general manager.

Gates Construction Plans

PLANS for erecting four new units on a seven-acre plot at Quincy, Ill., have been announced by Gates Radio Co., manufacturing engineers located in that city.

First of the four buildings is expected to be ready for occupancy sometime in April [B•T, Jan. 19]. This unit, exclusive of machinery or interior fittings, will cost about $225,000, according to P. S. Gates, company president.

GE Slide Projector Debuts

GENERAL Electric is introducing a new video dual slide projector with a single lens and accessories which the company says simplify use of special effects. The narrow light beam of the one lens enables the unit to operate with one or two projectors grouped around a single film camera, GE says.

PERSONNEL RELATIONS

SWG to Ask Repayment Plan On Movie Films Let to TV

SCREEN Writers Guild will demand a repayment plan for writers on theatrical films released to television when negotiations open in mid-February for a new working contract with eight studio members of the Assn. of Motion Picture Producers.

The plan, already submitted to the studios, seeks an agreement similar to that with Alliance of Television Film Producers. By mutual agreement, however, that phase may be tabled and a plan worked out with each major studio when it enters TV film production, it was said.

Thus, SWG might negotiate immediately for a separate contract with Columbia Pictures, now producing the TV filmed *Ford Theatre* series through its subsidiary, Screen Gems Inc.

The guild's repayment plan for motion pictures released to TV, it is understood, calls for the writers to receive a percentage of writing costs on the feature, with an average base pay figure per production set in negotiations.

Money thus derived through lease of the film to TV would go to the guild, which would determine the method of distribution among the writers.

Although there is no cutoff-date in SWG's proposal comparable to the Aug. 1, 1948, date in Screen Actors Guild's agreement with the producers, one will be sought in the new negotiations.

SAG-Producers Stumble On TV Film Re-Issue Clause

STUMBLING-BLOCK in the Screen Actors Guild-Film Producers' Assn. negotiations was reported last week to be the framing of a clause in the contract on payment for re-issue of TV film commercials. SAG's insistence upon this proposal led to the strike last December [B•T, Dec. 1, 1952].

As the producers and the union called a recess in the three-week-old talks last Wednesday in order to report to their respective groups, a joint statement was issued asserting "material progress has been made toward agreement on a collective bargaining contract covering rates and conditions in television film commercials."

Producers and SAG have agreed that advertising agencies will sign letters of adherence to a final contract. Agency representatives were observers at negotiation sessions.

DRUG MERCHANDISING PLAN

COOPERATIVE plan with 100 drugstore members of the Pharmaceutical Society of Hartford County has been worked out by WCCC Hartford, Conn. Station is presenting an intensive radio campaign to promote pharmacy, the retail druggist and drug products. Plan offers drug and related advertisers close association on the air with the druggists and additional merchandising by guaranteeing placement of point-of-sale displays in all cooperating drugstores.

WIP'S 'FIRE ALARM'

NEW series of daily five-minute programs to make listeners more conscious of the serious damages of fire and methods by which fire can be prevented is being aired by WIP Philadelphia. Planned in cooperation with Paul B. Hartenstein, deputy fire commissioner, *Fire Alarm* will concentrate on Philadelphia fire disasters and will be handled by Lt. J. E. Costello who has been with the fire department for 13 years.

POPULAR LAW SERIES

PROGRAM inaugurated last fall at WFOR Hattiesburg, Miss., has grown steadily until it is now one of the top shows in the area, station reports. Weekly broadcast titled *You and the Law* is presented in conjunction with Forrest County Bar Assn. Panel show highlights four lawyers each week and presents a topic of law in forum fashion. Letters and telephone questions are encouraged on the subject being discussed.

DIAPER PROMOTION

ONE diaper complete with safety pin, was distributed to the press last week as a reminder that the Mennen Co. had renewed its *Oh Baby* TV series and that the new set of films is in the process of being made. Grey Adv., N. Y., is the agency. The series is placed on a regional basis.

WBBB FARM SHOW

NEW farm commentator at WBBB Burlington, N. C., is ex-Governor W. Kerr Scott. His program will be aired at 6:45 a.m. three days weekly, E. Z. Jones, station's manager, has related. The former governor was at one time state agricultural commissioner. Programs will originate in Mr. Scott's home and will be taped for a repeat during the noon hour.

WLYN TO THE RESCUE

LOCAL Lynn, Mass., jeweler interested in selling trophies instead of usual jewelry items is off to a good start, according to WLYN that city. Larry Shane, station sales representative, came up with a tailor-made idea for Blessington Jewelers with *Trophy Time* show, a five-minute sports program which extends an invitation to local sports organizations to send in news they think would be of interest. Reception the program has enjoyed, station says, will keep it on the air for many weeks to come.

WINNERS GET WASHERS

CONTEST, involving $72,000 in Bendix Tumble Action automatic washing machines, started Jan. 26 on *Frank Hemingway* news program, sponsored by Los Angeles Soap Co., L. A. (White King soap), on Don Lee Network. With 40 machines to be given away weekly for six weeks, contestants must in 25 words or less, complete the sentence, "For washing clothes and dishes I prefer White King's real soap suds because . . ." and enclose the product's box top. All commercial time on the newscasts will be devoted to promoting the contest. Agency is Raymond R. Morgan Co., L. A.

CONTRACT CHART

A two-year contract chart for quick reckoning of contract periods on the 1953 and 1954 calendar has been distributed by S. W. Caldwell Ltd., Toronto advertising agency and radio-TV producer. The chart operates on a slide basis, with start and end of contract periods from 1 to 52 weeks being aligned with dates on calendar.

KFH EXTENDS INVITATION

KFH Wichita, Kan., applicant for a television channel in that city, has sent out invitations to various clubs to hold one of their meetings in the station's new Television Workshop. Purpose of the offer is to help business and civic leaders familiarize themselves with the new medium. To date, eight groups in the city have accepted the KFH invitation.

MUSICAL EXCHANGE

FIRST exchange of classical music radio programs between KEAR San Mateo and the Japan Bcstg. Corp., on a monthly series began Jan. 11 when KEAR presented the NHK Symphony. The exchange, effected through tape recordings flown to San Francisco from Tokyo, will be offset by recordings of the San Francisco Symphony which will be aired in Japan.

ATHLETIC TELECASTS

DIFFERENT Minnesota athlete will be honored each week on a new show which made its debut on KSTP-TV Minneapolis-St. Paul. *Hall of Fame* will present high school, college, professional or amateur athletes who will be chosen by a board made up of representatives from all athletic fields. Biographical sketch of the athlete will be given along with films and telephoto pictures. Guests will also be interviewed by Jack Horner, m.c. Sponsor of the telecasts is Juster Brothers, Minneapolis clothier.

GROCERY PROMOTION

AS PART of its merchandising program, KSFO San Francisco has mailed over 3,500 promotion pieces to grocers in northern California telling them that Superba products has begun a radio schedule on the station's Faye Stewart program. Station reports that this is the largest grocer's mailing list in the history of Bay Area radio. Included in the mailing was a letter from Faye Stewart assuring grocers of her best efforts on behalf of the product.

REED SHOW PROMOTION

PROMOTION piece plugging new WRC Washington personality Bob Reed has been sent to agencies and clients by the station. Mr. Reed airs a daily 6-9:30 a.m. show on the station. Piece features reprints from newspapers and trade publications announcing Mr. Reed's arrival in Washington in December 1952.

SELL MORE IN THE SOUTH'S No. 1 State!

A Lucky Strike in the Camel City*

* Winston-Salem Is the home of R. J. Reynolds Tobacco Co.

1/5th* of all FURNITURE Sold in North Carolina IS SOLD IN WINSTON-SALEM'S

WSJS

15-COUNTY MARKET

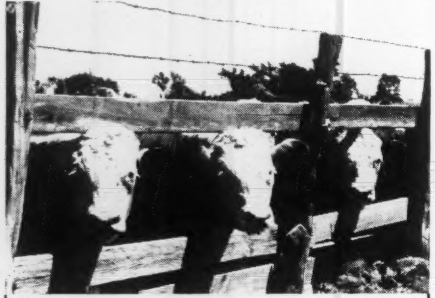
*$35,622,000

S.M. 1952 Survey of Buying Power

Recent official Hooper Ratings show WSJS, the Journal-Sentinel Station, FIRST in the morning—FIRST in the afternoon—FIRST in the evening! For the finest in AM-FM coverage, it's WSJS in Winston-Salem.

Represented by: HEADLEY-REED CO.

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW-KCKN
Rep. Capper Publications, Inc.

"Since going on the air we have enjoyed the

BEST INCREASE IN (*) SALES

since we started handling this product"

This quote is from a letter by one of the local merchants who are using an *all-time record volume of advertising on WSYR*. These are the people who really know what keeps the cash registers ringing. You can profit by their experience.

** Name of product and copy of letter on request.*

Write, Wire, Phone or Ask Headley-Reed

WSYRACUSE NBC Affiliate

570 KC

PEOPLE

Advertisers

Kenneth L. Horstmyer, Campbell Soup Co., Camden, N. J., appointed advertising manager for V-8, pork and beans and Franco-American spaghetti sauce.

John W. Hubbell, vice president in charge of advertising, Simmons Co., N. Y., elected a director, replacing **Prescott Bush,** now U. S. Senator from Connecticut.

Mr. Hubbell

John L. Bradley, regional sales promotion manager, Benton & Bowles Inc., N. Y., to advertising staff, Kaiser Services, Oakland, Calif. (div. of Henry J. Kaiser Co.).

Lee Swanson, WGN-AM-TV Chicago, to Southwest Operated Hotels Inc., Chicago-Phoenix-Los Angeles, as sales promotion and advertising director.

William G. Pocock, assistant advertising manager, Pan American World Airways, S. F. (Pacific-Alaska Div.), promoted to advertising manager.

W. H. Jeffery, general sales manager Philco International Corp., Toronto, named general manager, succeeded by **L. B. Kiely,** merchandising manager.

Harold J. Buzick, buyer, Sears Roebuck & Co., L. A., to Porter Muffler Mfg. Co., that city, as sales manager.

Ralph R. Ledder, 50, advertising manager of W. & J. Sloane Co., Beverly Hills (home furnishings), died Jan. 21.

Agencies

Harvey N. Volkmar, account supervisor, Geyer Adv., N. Y., elected a vice president of agency.

Roy Alderman, vice president and member of board of directors, McCann-Erickson, N. Y., appointed manager of agency's Cincinnati office. He will succeed **G. Lester Williams,** who will rejoin New York office.

R. E. Eaton, treasurer, Henri, Hurst & McDonald Inc., Chicago, elected secretary in addition to present duties. J. W. Ream and J. C. Arnold, account executives, and J. J. Martin, agency director of research, elected vice presidents.

Cal J. McCarthy Jr., vice president, Ruthrauff & Ryan, N. Y., to Ellington & Co., same city, as vice president and account executive.

George O'Leary, vice president at Simmonds & Simmonds, Chicago, to Frank E. Duggan Agency [B•T, Jan. 26] as executive vice president and account executive.

William Mullane elected vice president of Ruse & Urban Adv., Detroit.

Murray Getz and **Alfred G. Skrenda** to Kamin Adv., Houston, as film director and art director, respectively.

Henry Frankel, formerly account executive with Jerry Fairbanks and Frederic W. Ziv Co., to Ruthrauff & Ryan, N. Y., as director of new programming and talent development.

Booker McClay, Los Angeles newspaperman, to Young & Rubicam Inc., Hollywood, on special promotion assignment for Gulf Oil Co. on NBC-TV *Life of Riley*.

Joe Leighton, radio-TV supervisor, J. Walter Thompson Co., L. A., has resigned.

Robert Bowerman, KPRC-TV Houston, to Boone & Cummings, same city, as head of radio-TV department.

Alan J. Delling, technical writer, Firestone Tire & Rubber Co., L. A., to Western Adv. Agency Inc., that city, as director of technical publicity.

Suzanne L. Mayer to copy staff, Maurie H. Orodenker Adv., Phila.

Frank Schuster, Abbott, Kerns & Bell, Portland, Ore. (printing firm), and **A. Hugh Sawtell,** owner, Sawtell's Printery, Sherborne, England, to Simon Adv. Co., Portland, as members of production department. **Robert Reynolds** joins agency's art department.

Jerry Ohlhoff, media estimator, Dancer-Fitzgerald-Sample Inc., N. Y., to Charles Bowes Adv., L. A., as production and office manager.

Henry E. Montgomery, advertising department, American Mutual Liability Insurance Co., Phila., to copy staff, N. W. Ayer & Son, same city.

Arnold Johnson, network radio-TV sales service manager at NBC Chicago, to Needham, Louis & Brorby, Chicago, as radio and television facilities director.

Victor J. Luhrs, J. M. Mathes Inc., N. Y., to J. M. Hickerson Inc., that city, in copy department.

Henry Lee Jr., art director-account executive, West-Marquis Inc., Portland, Ore., opens own creative advertising service at 1325 S. W. 13th Ave., that city.

Stations

Robert D. Thomas, commercial manager of WBNS-TV Columbus, elected to board of directors of *Columbus Dispatch*, licensee of WBNS-AM-TV.

Karl B. Hoffman elevated to vice president of WGR Buffalo in charge of TV planning and operations.

Kenneth W. Stowman, sales director, WFIL-TV Philadelphia, appointed general sales manager, WFIL-AM-TV.

Mr. Stowman

John B. Riordan, to sales staff, KWK St. Louis.

Gene Miller to WSDC Marine City, Mich., as station manager.

Georgory T. Lincoln to New York sales staff, Crosley Bcstg. Corp., Cincinnati, to handle TV accounts.

Tom Young, merchandising representatives, WEEI Boston, transfers to station's local sales staff.

C. Robert Ray, manager, WBUY-AM-FM Lexington, N. C., to WBBB Burlington, N. C., as assistant to **E. Z. Jones,** general manager.

Richard F. Rose, commercial manager, WILE Cambridge, Ohio, to WJOC Jamestown, N. Y., in same capacity, succeeding **William Osmer,** who enters industrial sales field. **Peter Hansson,**

sports director, WING Dayton, Ohio, to WJOC as news director.

Walter J. Smith, head of recording service, KYW Philadephia, promoted to sales representative.

Georgory T. Lincoln to New York sales staff, Crosley Bcstg. Corp., Cincinnati, to handle TV accounts.

Mr. Lincoln

Gene Sheid, assistant manager, WBBZ Ponca City, Okla., to sales staff, WKY Oklahoma City.

Dwight W. Whiting, sales manager, KTTV (TV) Hollywood, resigns to join TV film production and distribution firm, whose formation will be announced later.

James C. Cole, manager of WJER Dover, Ohio, to WFTV (TV) Duluth, as station and sales manager.

George A. Koehler, sales director WFIL Philadelphia, appointed executive assistant to **Roger W. Clipp,** general manager.

Hugh R. Murchison, president-owner, KPOL Los Angeles, reelected to 12th term as president of board of Union Rescue Mission, that city.

Benton Paschall, vice president-general manager, WNOE New Orleans, named director of radio relations for Gov. Robert F. Kennon.

Clair Giles, business manager of WNAX Yankton, S. D., elected assistant treasurer of Cowles Bcstg. Co.

Walter B. Haase, general manager, WDRC-AM-FM Hartford, named to publicity committees for Greater Hartford Red Cross and Symphony Society drives.

Eldon Durand appointed program director at WNOE New Orleans.

Paul Shumate appointed program director at WKRC-AM-TV Cincinnati.

John Speer, program director, WJEF Grand Rapids, Mich., to WKZO-AM-TV Kalamazoo, Mich., in same capacity.

Robert J. Barton appointed program director of WCMA Corinth, Miss., replacing **Tom Weaver,** called to active duty with U. S. Air Force.

Andy Fuller, publicity-promotion manager, and **Helen L. Elias,** head of public services, WTAG Worcester, Mass., appointed public affairs director and assistant program manager, respectively.

Arne G. Peterson, sports director, WCOW South St. Paul, Minn., selected as "outstanding young man of the year" by city's Junior Chamber of Commerce.

Larry Hogan to WMTR Morristown, N. J., announcing staff.

Norman Heffron, news director, KOTA Rapid City, S. D., to WCCO Minneapolis-St. Paul, on news staff.

William E. Sheehan, news staff, WDRC Hartford, Conn., to WJR Detroit in same capacity. **Bob Shannon,** Hollywood free lance radio-TV announcer-actor, to KNXT (TV) that city, as staff announcer.

Charles B. Seward appointed film director at WFMY-TV Greensboro, N. C.

Tommy Rogers, head of network promotion, KTSM El Paso, to WBKY Lexington, Ky., as engineering supervisor.

Mort Cook, director of publicity, KFI Los Angeles, has resigned. Future plans will be announced.

Fred Walker, director of public affairs, WTTM Trenton, N. J., appointed public relations director of Mercer County Heart Fund.

Richard J. Winters, WINS New York publicity director, to N. Y. office of Crusade for Freedom as radio-TV publicity director.

Mary Shipp, Hollywood radio-TV actress and wife of **Harry Ackerman,** vice president in charge of CBS-TV network programs, that city, assigned role in Three Fellows Productions feature film, "Jennifer."

Howie Lund returns to WJW Cleveland as disc jockey.

Samuel Leve to WDSU-TV New Orleans, as scenic designer and lighting consultant.

Bill Whelan to WICC-TV Bridgeport, on news staff.

Chester Mahl to WFBR Baltimore, as music librarian.

Corwin Ridell, KTRH Houston, Tex., to KSEL Lubbock, as newscaster and commentator.

Al Jarvis, star of KECA-TV Los Angeles *Al Jarvis Show*, adds duties on KFWB Hollywood as disc m.c. with seven times weekly three-hour program.

Gloria Saunders, who portrays "Dragon Lady" in *Terry and the Pirates* TV film series, assigned role in Columbia Pictures feature film, "Prisoners of the Casbah."

Lurene Tuttle and **Hanley Stafford,** Hollywood radio actors, assigned roles in M-G-M feature film, "Affairs of Dobie Gillis."

Jay Cook, Hollywood TV announcer, to KLAC-TV that city as host-m.c. on *Man in the Black Hat*, weekly two-hour mystery film package, and staff announcer.

Erv Parks, commercial manager, WMIS Natchez, Miss., father of boy, Jan. 20.

Robert Bennett, account executive, KTTV (TV) Hollywood, father of girl, Kelly Kathleen, Jan. 16.

James F. Brown, account executive, WBBM Chicago, father of boy, William Terrence, Jan. 19.

Ham Stewart, saleman, WTAG Worcester, Mass., father of girl, Allison, Jan. 17.

Joe Flynt, WKY-TV Oklahoma City engineer, father of boy, Joseph Jr., Jan. 6. **John Moler,** WKY salesman, father of girl, Carey Laraine, Jan. 9.

Ira Cook, disc m.c. KMPC Hollywood, father of girl, Susan Ellen, Jan. 19.

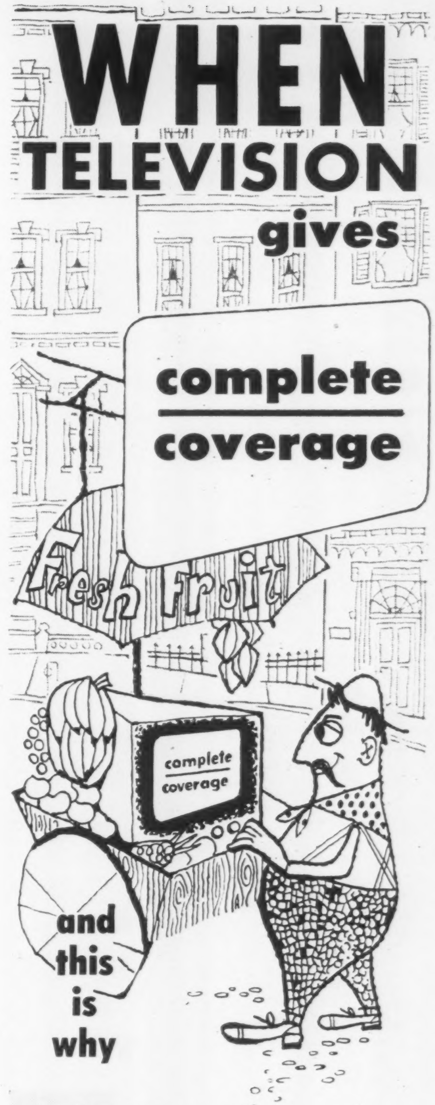
David L. Waite, program manager, WFOR Hattiesburg, Miss., and **Clie Waite,** formerly of KVSM San Mateo, parents of girl, Cynthia Gail, Jan. 8.

Lee Smith, program director, WENK Union City, Tenn., mother of boy, Jan. 19.

Representatives

Frank Grindley, ABC radio interruptions editor, appointed account executive with Headley-Reed Co.

Louis J. Borgatti, L. J. Borgatti Inc., Boston,



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FEBRUARY 16

is closing date for reserving space in the state-county-city section of the SURVEY OF BUYING POWER—on which the allocation of more than a billion advertising dollars is based. (Companies subscribing to the SURVEY account for 94% of national advertising.)

Make sure your story is there, throughout twelve months of dog-eared use, when national advertisers and their agencies are choosing markets and media with the Survey's help.

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* Includes Radio and TV—Measured by Lyndon Service.

elected to board of directors on Radio Executives Club of New England, Boston, replacing **H. V. Greene Jr.,** Weed & Co., who transfers to Weed's N. Y. office.

Dwight Reed, vice president of H-R Reps., Chicago, father of boy, John Marshall, Jan. 12.

Networks

Bok Reitzel, head of San Francisco sales office of Columbia Pacific Radio Network, transfers to New York as CPRN Eastern sales representative. He succeeds **Bert S. West,** who transfers to S. F. as manager of CBS Radio spot sales.

Thomas Lauer, assistant in network sales service, NBC Chicago, promoted to radio-TV sales service manager.

Edmund Beloin, radio and motion picture writer and producer, to NBC to create and produce TV programs for network. First assignment will be production of *My Hero* weekly film series starring **Robert Cummings.**

Dean Miller, M-G-M contract actor and former Cincinnati TV personality, signed by CBS-TV Hollywood to long-term contract as featured performer.

Bill Murray, sales representative for Colgate-Palmolive-Peet Co., to CBS Radio Spot Sales as account executive.

Arthur Hull Hayes, CBS vice president and general manager of KCBS San Francisco, elected director of Down Town Assn. of S. F. for 1953.

Harold D. Royston and **Fred C. Shidel** to engineering staff, NBC Hollywood from NBC Chicago.

William Hodapp, producer of NBC-TV's *American Inventory* program, named National TV chairman for ninth annual Sunday School Week April 13-19, sponsored by Laymen's National Committee.

Ben Grauer, NBC commentator, appointed chairman of radio-TV committee for 1953 New York campaign of Crusade for Freedom

Jody Gilbert, who portrays Rosa on CBS-AM-TV *Life with Luigi,* assigned role in Three Fellows Productions feature film, "Jennifer."

Anne Bove, press department, CBS Radio, Hollywood, and John Hahn, former professional baseball player, were married Jan. 24.

Gene Clark, program sales coordinator, Don Lee Network and KHJ Hollywood, father of girl, Christine Ruth, Jan. 10. **James Ingraham,** continuity acceptance editor there, father of girl, Elizabeth Ann, Jan. 18.

Marshall Diskin, TV director for ABC-TV, father of girl, Jan. 24.

Equipment

W. W. Cone appointed general manager of New Jersey division of Zenith Radio Corp. of N. Y. Headquarters are in Newark.

John J. McCloy, chairman of Chase National Bank., N. Y., former U. S. High Commissioner in Germany, elected a director of AT&T.

Monte Cohen elected president of General Instrument Corp., radio, TV and electronic components manufacturers.

Harry Rigel to engineering staff, Insuline Corp. of America, Long Island City, N. Y.

Jack Hauser, sales engineer, Minnesota Mining & Mfg. Co., S. F., to Ampex Electric Corp., Redwood City, as application engineer.

Jay J. Greengard, formerly sales and advertising manager, Talk-A-Phone Co., Chicago, to Waldom Electronics Inc., same city, as general manager.

John G. Weaver appointed advertising and sales promotion manager for radio-TV, Crosley Div., Avco Mfg. Corp., Cincinnati.

Shelden F. Myers appointed advertising and sales promotion manager for radio-TV, Westinghouse Electric Corp., Sunbury, Pa.

Al Teachman, transmitter supervisor, WEEI-FM Boston, to Lincoln Labs., Mass., Institute of Technology, same city, as staff member.

Services

Seymour Mouber, public relations department, Pan American World Airways, S. F., to Frank Sullivan Assoc., that city (public relations firm), to handle radio-TV accounts.

Emily Ashe Banks, head of women's interest publicity for Crusade for Freedom and one-time director of public relations for Town Hall Inc. and *America's Town Meeting of the Air,* to Selvage, Lee & Chase, N. Y., public relations counseling organization.

Zenn Kaufman, merchandising director, Philip Morris & Co., resigns to form own firm as consultant in merchandising and sales promotion in New York and Westport, Conn.

Robert W. Cowan, formerly creative art director at Anderson & Cairns Inc., N. Y., establishes organization devoted to consultant art direction and designing projects. Offices are at 32 E. 39th St., N. Y.

Program Services

William Hetherington, assistant art director, J. Walter Thompson Co., Cincinnati, appointed art director for Frederic W. Ziv Co.

Michael Purnell Gould, onetime manager of WFBR Baltimore and more recently publisher-owner of *Carmel Spectator,* Carmel, Calif., and **James Pitts,** Hollywood radio producer-director, become partners of **Al Buffington** in Al Buffington Productions, Hollywood radio-TV program packager.

Leslie G. Kennon, former news editor, KDMO Carthage, Mo., assigned night manager of Kansas City UP bureau.

David Kaplan, 65, chief arranger for BMI, N. Y., died Jan. 14 at Memorial Hospital, N. Y.

Small Market TV Dominates MAB Meeting Discussions

Small market TV operators in Canada should get started soon before U. S. border stations wean away their market, Spence Caldwell, Toronto agency executive, tells MAB.

CANADA

TELEVISION for the small market station featured the annual meeting of the Maritime Assn. of Broadcasters at Fort Cumberland Hotel, Amhurst, N. S., Jan. 26-27.

Promotion, sales and programming in Canadian Atlantic Coast provinces also were discussed in panel and business sessions under chairmanship of E. Finlay MacDonald, CJCH Halifax, and MAB president.

Broadcasters were brought up-to-date on developments in radio legislation and regulation by J. T. Allard, general manager of the Canadian Assn. of Broadcasters, Ottawa, who came direct from a meeting on new broadcast regulations with the board of governors of Canadian Broadcasting Corp.

Spence Caldwell, Toronto agency executive, said broadcasters should get into TV quickly before area audiences become accustomed to American border stations. In southern Ontario it has been found hard for Canadian TV stations to wean viewers from looking at U. S. stations. He suggested that whether or not broadcasters make money in TV or how soon they get into TV will depend on themselves and government and CBC regulations. Regulations can make it too tough to operate TV stations in small markets with little local talent available, he said. Mr. Caldwell said he believed stations can make a profit after a few years in small market TV if regulations are not too stringent. He felt a station could start out with an expenditure of $200,000 using a low-power transmitter in the center of the town and foregoing expensive camera chains. He urged that such stations plow profits back several years to build up studio equipment and facilities gradually. He felt there was sufficient program material in Canada and the U. S. if local talent was at a minimum.

TV also was discussed by Bill Byles, radio-TV director of Young & Rubicam Ltd., Toronto, who analyzed TV's effect on AM radio as seen from an agency executive's viewpoint. Other speakers included Jack Davidson, Northern Broadcasting Co., Toronto, who talked on profitable small station operation; Ev Palmer, radio-TV director of McCann-Erickson Inc., Toronto; Gerald Redmond, CHNS Halifax, on sponsor problems, and Malcolm Neill, CFNB Fredericton, and chairman of CAB, who discussed the music copyright situation.

Canada to Study CBC

CANADA

CANADIAN GOVERNMENT has appointed a committee of members of parliament to investigate the Canadian Broadcasting Corp. and its regulations at the present session of parliament. The committee will include 26 members and is expected to be headed by W. A. Robinson, Liberal member for Simcoe East, who was chairman of the Parliamentary Radio Committee in 1950. The committee, if it follows past precedent, will also hear views from independent broadcasters and others interested.

Combats Proposed Rules

CANADA

A COLLECTION of editorials and letters from newspapers objecting to the proposed new Canadian Broadcasting Corp. program content regulations, has been distributed by the Canadian Assn. of Broadcasters, Ottawa. The editorials assert culture cannot be dictated by the government, and that the new regulations requiring stations to have 30% to 48% Canadian program content will not stop listeners from switching to American stations. Hearings on the regulations were held at Ottawa Jan. 23 (see story, next page).

Brazil TV Future Seen Good

LATIN AMERICA

BRAZIL soon will take its place among the key TV countries of the world, Carlos Lage, director of J. Walter Thompson Co.'s television and motion picture operation in Rio de Janeiro and Sao Paulo, has announced.

He said that although TV was started only two years ago in Brazil, today there are two stations in Sao Paulo with a third due this spring, and one in Rio de Janeiro with the second due this fall. He also forecast extremely good TV set sales this year since some large manufacturers, such as Philco and RCA Victor, will produce them locally, thus bringing the retail price down.

Mr. Lage is in New York to find adaptable films, spots and movies and to study "live" television.

UN Asked to Help Nations In TV Experimentation

UNITED NATIONS

UNITED Nations has been asked to furnish "advice, information and aid" to some 40 nations now experimenting with television because of wide interest in its educational, scientific and cultural uses.

This was revealed in an informal report of the U. S. delegation to the seventh session of the General Conference of UNESCO, held in Paris late last month. It was made public by the U. S. National Commission for UNESCO.

The conference of the United Nations Educational, Scientific & Cultural Organization also adopted a resolution requesting its member states to encourage use of television.

The American delegation, headed by Howland H. Sargeant, then Assistant Secretary of State for Public Affairs, recommended fewer feature radio programs and films and more basic services, such as unedited film footage for TV and newsreel use, as well as radio facts sheets. UNESCO studies will concentrate on use of radio for education and freedom of information in 1953-54, the report said.

Morris S. Novik, public service radio consultant and president of WLIB New York who was a delegation member, and David Apter, UNESCO relations staff, State Dept., worked on mass communications and publications during the conference. Clearing house services of UNESCO Mass Communications will be continued for collection and dissemination of information on communications techniques.

The report was the first official account of proceedings by the national commission since the conference ended last Dec. 11.

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Groups Seek Change In CBS Proposals

Stations want leeway in program content and spots; petition for revamp of new rules.

CANADIAN broadcasters, labor unions, provincial governments and other interested groups have pointed out to the board of governors of Canadian Broadcasting Corp. changes which they seek in the proposed new CBC regulations. At public hearings in Ottawa Jan. 23, regulations on politics and program content, with emphasis on personal, social and moral problems, were singled out for the most discussion.

CANADA

Some persons testifying said the proposed regulation which would bar such programs as discussion of personal problems without CBC permission, could result in removal of religious, political and union programs from the air. After hearing the various speakers, A. D. Dunton, CBC board chairman, said the regulation would be reconsidered and redrafted, as there was no intention of barring religious programs and forum discussions. Mr. Dunton pointed out that the regulation had been proposed to forbid broadcasts by unqualified persons who claimed to solve any personal problem.

Canadian Assn. of Broadcasters presented the longest brief [B•T, Jan. 26], dealing largely with the right of radio to have as much freedom from regulations as other means of communication. It also dealt with individual proposed regulations. One, limiting four flash or spot announcements in a 15-minute period, was termed detrimental in case of public emergencies by J. T. Allard, CAB general manager. Mr. Dunton agreed with Mr. Allard, saying the regulation would be discussed with stations.

Commercials for such products as oil and mining stocks and patent medicines not approved by CBC or the Canadian health department were criticized also.

On the proposed regulations regarding program content, Mr. Dunton explained they were drafted to promote use of Canadian talent, and were aimed at the few Canadian stations which used their frequencies almost entirely to broadcast American programs. The proposal followed recommendations of the Massey Commission on Canadian talent.

Language in the CAB brief on program content was debated, with Frank Ryan, CFRA Ottawa, saying, "It is not always best to give the listeners what they want." He suggested that stations and CBC cooperate in drawing up regulations on program content, test them for a year and then revise them.

Briefs by the Alberta provincial government, presented by Gordon E. Taylor, minister of railways and telephone, pointed to CBC "trends toward bureaucracy, encroachment on affairs of private stations and threats to fundamental freedoms." Proposed regulations restricting appeals for funds on the air were singled out by the Alberta government brief, which stated they exceeded the powers given CBC by the Canadian Parliament. Restrictions on dramatized, panel and forum political programs were also discussed.

BAY 7-13
79493-1306

MICROWAVE relay system linking CBLT (TV) Toronto with U. S. TV networks was inaugurated Jan. 19 at ceremonies attended by (l to r) E. L. Bushnell, assistant general manager of CBC; Fergus Mutrie, CBC TV director at Toronto; C. E. Watson, Bell Telephone's western area general manager, and R. C. Scrivener, Bell division manager at Toronto.

Tijuana Station

LATIN AMERICA

XETV (TV) Tijuana, Mexico, serving Tijuana-San Diego market via vhf Ch. 6, was to begin test operation with regular commercial commencement date not set. U. S. representative is Edward Petry Co.

Sets-in-Use Report Covers Canadian Cities, Markets

CANADA

THIRD and final 1952 report on sets-in-use has been issued for Canadian basic cities and for four major markets by Elliott-Haynes Ltd., Toronto. It covers September, October, November and December. It gives figures for sets-in-use in hourly periods from 9 a.m. to 9 p.m., and for six days on daytime programs and seven days on evening programs for each month.

The report covers 24 cities where the survey firm takes monthly national program rating surveys. There is an individual breakdown for the Montreal-French and Montreal-English listeners, for Toronto, Winnipeg and Vancouver.

The average for all Canada, according to basic cities, shows 28% of sets-in-use at all hours during those four months. Daytime average for the period is 24.6% and for evening hours 35.1%.

CBC Promotes Engineers

CANADA

THREE TOP executives in the engineering division of Canadian Broadcasting Corp. have been promoted. W. G. Richardson, transmission and development engineer, has been named assistant director of engineering. He has been with CBC and its predecessor since 1935, and attended many international radio conferences. J. E. Hayes, supervising engineer for CBC TV stations, has been promoted to chief engineer, succeeding J. A. Ouimet, who became CBC general manager on Jan. 1 (see Our Respects To, page 18). W. A. Nichols, with CBC since 1937, has been appointed acting assistant chief engineer.

No Canada TV Bids at CBC

CANADA

NO APPLICATIONS for TV stations have been received yet by the Canadian Broadcasting Corp., according to A. D. Dunton, CBC chairman, speaking at the Jan. 22 public hearings of the CBC board for AM station applications in Ottawa. Mr. Dunton made the statement after announcement by Frank Ryan, CFRA Ottawa, Roy Hofstetter, CKWS Kington, and G. E. Taylor, CKUA Edmonton (non-commercial), that they had applied for TV licenses.

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features

Special Effects: Tricks of TV
Page 77

Revamping Radio Programming
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Profit-Sharing Pays Off
Page 82

Radio Built This College
Page 84

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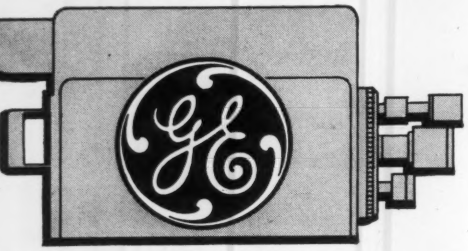
New York Office—Hotel Barclay, 111 E. 48th St.—Home Office—500 Security Bldg., Toledo, Ohio

National Representatives: WIKK—H-R Co. WICU-TV, WTOD—Headley-Reed Co. ERIE DISPATCH—Reynolds-Fitzgerald
WHOO—Avery-Knodel, Inc. WMAC-TV, Massillon, Ohio (Massillon, Akron, Canton)—now under construction



TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N. Y.

G-E CONSOLIDATES TV EQUIPMENT IN MODERN, MINIATURE SYRACUSE STUDIO

Engineers Now Able to Demonstrate Equipment Under Actual Operating Conditions in Complete, Self-Sustaining Studio Capable of Programming.

A COMPLETE, miniature television studio has been established by General Electric in downtown Syracuse, N. Y., for the purpose of demonstration and instruction.

All of G-E's newest, most advanced TV equipment has been consolidated in this studio, allowing interested personnel from stations throughout the country to operate, examine, and learn about the technical operation, installation, and maintenance of General Electric television equipment under actual working conditions.

Studio Set-up

Lew Page, G-E field and application engineer, is responsible for the setting up of this studio. Page and his staff have divided the studio into four main parts. The first is a fully equipped control room where switching, special effects and operation of control panels can be demonstrated. Suggested arrangement of pieces of equipment in racks and their location is displayed.

The projection room is complete with a film camera channel, a slide projector, a Synchro-Lite film projector and G-E's two new, advanced mirror change-over designs.

In the studio proper, a live pick-up camera channel and the latest lighting arrangements with a master switchboard have been installed. The studio is set up for actual programming.

The whole studio is tastefully decorated and provision has been made for a conference room to discuss equipment from a technical standpoint.

It was set up in downtown Syracuse because it is more convenient both to the city's hotels and to the New York Central railroad station.

Seminars Planned

General Electric plans to hold a series of seminars during this year at its new TV studio for television broadcast personnel.

The plan is to invite TV station personnel, consulting engineers, station reps, educators and others to attend talks and discussions at the studio. They would also be allowed to inspect and to operate all of G-E's TV equipment in the studio.

Qualified engineers will be available to suggest arrangements, operation and maintenance of equipment. These men will be chosen from G-E's experienced engineering staff.

Engineers check control room equipment and demonstrate how studio can be used for actual programming. Studio includes complete lighting arrangement.

Lew Page, G-E field and application engineer responsible for consolidating modern, miniature studio, inspects a new General Electric Synchro-Lite Film Projector.

GENERAL ELECTRIC

Spe effects men are the magicians of television, and som f their illusions would put a Houdini to shame. Here's a lo into their bag of tricks used to add reality to TV.

They. can put a city in your parlor

By Rufus Crater

TELEVISION is a fantastic liar, teeming with deceits and fabrications which its operators are gradually, thoughtfully—and fortunately for both telecaster and audience—elevating to the rank of a pure art form.

These deceptions are those of congenital necessity. They are illusion without which the scope and pliancy of live television production would be measurably limited or immeasurably more expensive, and probably both.

Representing a form of magic which enables the viewer to see what the producer wants him to see rather than that which actually exists, the hoodwinking devices and techniques used to perpetrate these illusions go under the uncolorful name of special effects. Like the motion picture industry before it, and radio in the area of sound effects, television is in constant search for new, easier, better and bigger ones.

Network Organization

CBS-TV has set up an "Effects Development Dept." which E. Carlton Winckler, production manager, Operations Dept., says is the only one of its kind among networks. Headed by Paul Wittlig, the unit is given a technical crew and studios one day each week for testing and developing the effects ideas they dream up. At NBC-TV the job is done under the direction of James A. Glenn, manager of staging services and special effects, and Ray S. Lyon, supervisor of special effects. Charles Holden, program production manager, is in charge of effects developments of ABC-TV, and Al Hollander, production facilities manager, supervises work in this field for DuMont.

The need or eminent desirability of special effects can crop up often, and in varied forms, on almost any live TV program.

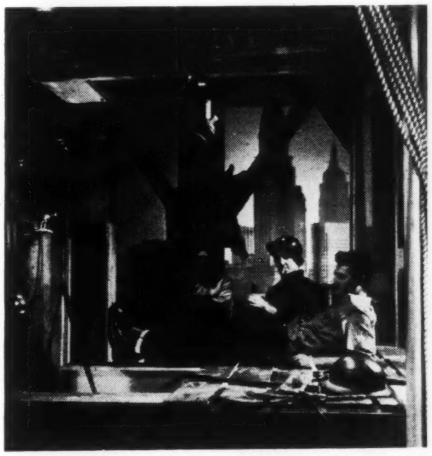
One of the basic needs is for background shots, both outdoor and indoor. Clean-shaven Cowboy is in frantic pursuit of Mustachiod Villain on horseback, for example through woods, field, and stream, fire and flood. The standard studio answer is provided by a rear-screen projector to flash appropriate moving background upon a screen, in front of which the actors, amid realistic foreground props and scenery, go through the proper motions to make it appear that they, not the background, are in action.

The moving background technique is an old one in the motion picture industry. In television, it is done with motion picture film or with a new device which CBS-TV in particular considers preferable: The panoramic slide.

This slide, containing the desired background pictures, may be of glass or plastic, and of any length desired. It is moved past the camera lens by a motor drive speed may be adjusted to fit the action demanded in the script. If the fleeing villain chooses to "stop" to throw a frightened glance back at his pursuer, the slide is halted completely until he resumes flight.

The rear screen projector, with slides, is widely used for fixed background shots of all kinds. Boy and girl sitting on a studio bench become a pair of lovers in a flower garden when the garden scene is flashed onto the screen behind then. With the flick of a finger—the projectionist's—they may be transported to any setting desired, merely by the substitution of the appropriate background on the screen.

The adaptability—and economy—of the rear projection screen in the art of illusion was demonstrated forcefully in a recent thriller on NBC-TV. A man was shown crawling at night across the ledge of a skyscraper, high above the city lights. It was a tense time, with every indication that the actors' union was apt to lose a dues-paying member at any moment. In actuality the actor didn't need to give a thought to life insurance. He was crawling across a ledge-like arrangement of boards not more than two feet off the studio floor. The city lights which gave the scene its illusory danger were background provided by a slide in the rear screen projector.



THESE steelworkers are not idling 500 feet above busy city streets. They're on "steel" beams a few feet off the studio floor and the buildings in the background are fakes.

DuMont relies heavily upon rear screen projection in its use of special effects. On *Author Meets the Critics* for example, the background for the panel members is varied to show from time to time the jacket of the book under discussion, perhaps the author's picture, a scene taken from the book, etc. On *Meet the Boss*, as another example, scenes related to the company whose official is appearing are similarly used.

Split-Screen Trick

ABC-TV created a split-screen technique —the insertion of a small picture in the corner of another picture—with the aid of a "mechanism" which cost exactly as much as a paper cup. Troubled by the problem of presenting a dancer above the shoulder of an actor, effects men came up with the idea of punching a tiny hole in a paper cup fitted over a camera lens. Thus the lens was blanked out except for the small portion behind the hole in the cup, which was trained on the dancer. A second camera was trained on the actor, and by superimposing the two pictures the desired effect was achieved.

Matting is another technique for effective TV trickery. In general terms, this involves miniatures of scenes, or "goboes," through which the actors are shot in perspective. Thus to show a man as though he were standing on an ornate stage, for instance, a miniature of stage-front and sides may be built and set before the camera. The actor is beyond, at a distance placing him, in the camera's eye, in proper perspective to the "stage." To the TV viewer he *is* on the stage—at imagine what saving in "stage" construction costs.

There also is the "matting amplifier," an electronic device which can picture the subject in whatever size is desired and then insert it neatly into another picture, with remarkable results. Thus it was that CBS-TV

Here's rear screen projection in action. Projector at left throws image on screen behind man who is being shot by TV camera at right.

viewers were treated to a picture of a "tiny" man "inside" a refrigerator, wandering around among sponsored food products blown up to sizes which, in relation to his own seeming smallness, were tremendous, as befits sponsored products.

NBC-TV has developed a gadget called the "Flexitron" which distorts scenes electronically—and whose distortions can be controlled. (There also is a device whose unique function is to make things look normal.)

The Flexitron, like other distortion techniques in use, has a great variety of applications, many of which undoubtedly have not yet been thought of. It is used, for one thing, to give motion to the titles at the start of programs, and sometimes for transition scenes, and in comedy bits. It also can be used to give a man with a hangover the size and shape of head he thinks he has. For cases of extreme hangover or in other appropriate circumstances, it can make the head pulsate in extreme degrees.

Shrinking Heads

It also is possible, although this does not require the services of a Flexitron, to make the head go away completely. This form of decapitation, which can be extended as far forward as desired calls for the head and/or body to be sheathed in tight-fitting black clothing, over which is donned conventional clothing with, say, bandage-like wrappings about the head and face. The man stands on a black floor in front of a black cloth, and as he peels down to his black hood and black union suit, presto, he disappears from TV view.

Prismatic lenses are used to give many weird, artistic, or merely unbelievable effects. They can multiply images up to eight times, make the multiple images revolve or stack up, turn scenes upside-down, "enable" actors to walk and dance on walls and ceiling. And there is a gadget which NBC-TV developed and calls the "Separatron", which causes objects to appear to jump from one spot to another while other objects in the same scene, superimposed from another camera, remain fixed. The combination of prismatic or inversion lenses and the Separatron could present viewers, it would seem, with the prospect of total frustration.

The device for making things appear normal is called the "Periscope Mirror" by CBS-TV. Its value is that, where persons and objects of diverse sizes and shapes are to be shown, it trains the lens at each from the angle best suited to it, avoiding foreshortening, etc., so that on the TV screen all are in correct proportion.

Representation of the elements on television has demanded much work and ingenuity. A TV rainstorm should not involve much water, for reasons which any janitorial assistant can understand. Genuine snow is notoriously hard to preserve under studio lights. And fire departments instinctively object to fires, even small ones, not to mention those of a size which would seem necessary to gut tenements, destroy ships, and denude mountains. But TV's gimmick-makers have these meteorology problems pretty well under control, including fires.

How To Set Fires

Fires have been a long headache. Synthetic fires may be produced with lightweight silk or nylon gauze cut into flame shapes and attached to a diffusion chamber containing lights and blower. "Real" but controllable fire-place fires may be made with "logs" constructed of stove-pipes covered with plaster and asbestos and kindled with alcohol-soaked asbestos. There is also the trick of placing, just below the camera lens, a rack holding containers of "canned heat," in which case it is necessary to add chemicals to provide telegenic flames.

CBS-TV officials claim to have a system which "gave the Fire Dept. heart trouble en masse" at first sight but nevertheless provides fireproof fire. It employs lacapodium, a material widely used by magicians and which has a low flash point, explodes with a bright light instead of a flame, and is so harmless, according to CBS-TV, that a person can stand in it and not be harmed.

How To Make Rain

For small rains, watering cans may be emptied in front of cameras. If much rain must fall, a sprayer system may be installed over the set, the water falling into a tank under the floorboards and then being recirculated to the overhead sprayer by a pump. Or dry rain may be created by rapid rotation of a drum to which is attached emery paper or a strip of glamme, a cellophane-like plastic woven into cloth; one camera picks up the rain-like appearance of the whirling drum and the image is superimposed on another pickup of the actual scene.

Snow is made in several ways—tiny bits of paper, bleached corn flakes, powdered ice, or a plastic spray, among others. Most of these have some drawbacks. CBS-TV claims to have worked out a realistic system by which "snow flakes"—granulated Cellojell—that will stick to clothing and even crunch underfoot may be made to float down gently or roar in like a blizzard, as desired.

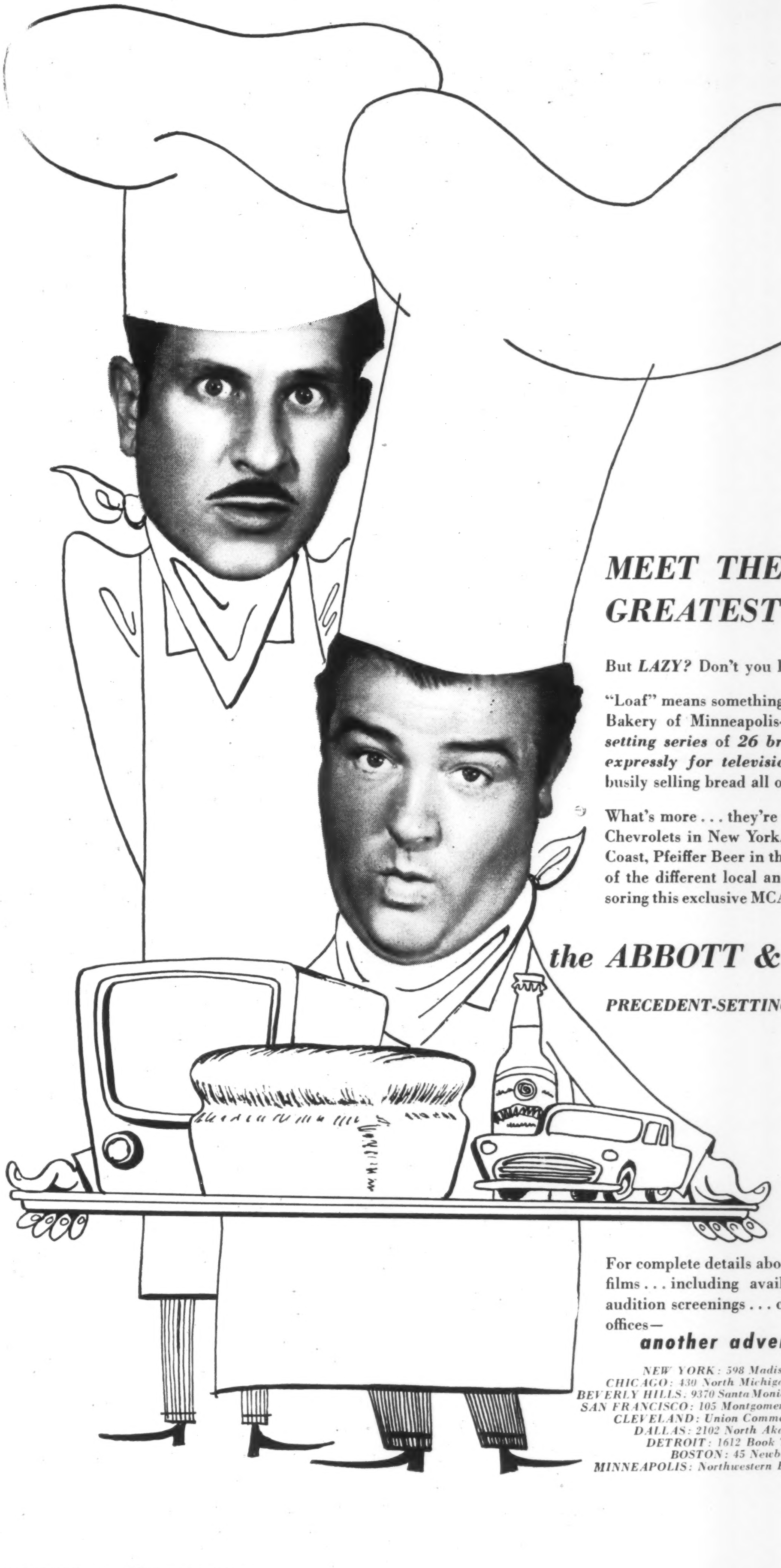
ABC-TV uses yet another method of making snow—a fish bowl filled with water, into which Borax is dropped. The camera then shoots through the bowl, and the flakes give the illusion of snow. In an adaptation of this method, ABC-TV has "shot through" a fish bowl, complete with fish, to present complete "underwater" scenes.

Fog-making, another problem, appears to have been solved by, among other approaches, the use of machines which atomize mineral oil, vaporize it with high heat, and then force it through a cold chamber and release it under low pressure. Aside from its fog-like appearance, this substance is said to be relatively easy to control with fans after its release—and to smell good, too. Or steam forced through dry ice may be used to produce a hovering kind of fog.

Bang, Bang

Gunshots are troublesome. The modern "blank" cartridge emits no smoke, and its roar will not be accepted—except as a *pffft*—by microphones. With the aid of the Winchester and Remington arms companies, however, "blanks" have been devised which make only a sharp finger snap noise in actuality but which to the home audience sound genuinely gunlike—and which, according to size, will emit any amount of smoke desired.

There are innumerable trick props—napkin containers which explode, for example, typewriters whose carriages fly across the room, lamps which blow up, all on cue. The number of such tricks may well be limitless. No hidden strings, built-in springs, or other mechanical wizardry would suffice, however, when one network set out to picture a plate of tomato soup for a commercial. On the TV screen, it just didn't photograph the way delicious tomato soup should look. This seeming impasse was solved by strictly unmechanical ingenuity. A plate of split pea soup was substituted—made by the same sponsor, of course—and to audiences across the country it looked like tomato soup of the finest quality.



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"Loaf" means something very different to the Holsum Bread Bakery of Minneapolis-St. Paul. Thanks to a ***precedent-setting series** of **26 brand-new half-hour films, created expressly for television,*** these two hilarious fellows are busily selling bread all over this great Northwest market.

What's more . . . they're also selling Fords in San Francisco, Chevrolets in New York, Hoffman television sets out on the Coast, Pfeiffer Beer in the Midwest . . . to mention only a few of the different local and regional advertisers already sponsoring this exclusive MCA-TV series in key television markets.

the ABBOTT & COSTELLO show

PRECEDENT-SETTING because . . .

for the ***FIRST TIME*** in television history, ***you***—as a local or regional advertiser—can now display your products within the framework of powerful entertainment. Here's a caliber show with super audience pull and an effectiveness hitherto enjoyed ***only*** by the largest nationwide advertisers. NOW it can work for ***you***—under ***your*** exclusive sponsorship in your ***own*** market!

For complete details about the TV-tailored Abbott & Costello films . . . including availability in your market, cost, and audition screenings . . . contact the nearest of these MCA-TV offices—

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If the audience is abandoning radio to turn to TV, perhaps it's because radio programming needs polishing. Within the past year WSB Atlanta has completely overhauled its product, from station breaks to programs, with measurable results. Stations elsewhere may want to try . . .

removing the rust

By Elmo Ellis

ALL OF US have been reading reams of crying copy about the sad state of radio and the dark future it faces. This somewhat exaggerated pessimism especially bothers me because I am one of those rare individuals who deserted television, after five years of pioneering, and returned to the mother medium some 13 months ago to attempt to pump new life into a fine radio station that—like so many others—had been neglected because of TV. I am happy to say that this radio station is today a stronger programming outlet and a better dollar-for-dollar advertising buy than it was before television ever entered the broadcasting field.

Coming back to radio after a lengthy absence gives one a keen, objective insight into the shortcomings and potentialities of the industry. I recommend a similar vacation and subsequent return to service for others in the radio business.

Staying Powerful

For what they are worth, here are some conclusions reached about radio and what it should do to maintain its powerful position in the fields of entertainment and information.

1. Neither daytime nor nighttime radio will die. A multitude of people is still waiting to be entertained by "good radio." But only a cockeyed optimist would blithely conclude that radio is now going through a competitive period from which it will emerge unscathed and unchanged. Radio is suffering from the assaults of TV and, like it or not, it is undergoing a transformation. The regrettable fact is that the staffs of numerous radio stations are letting circumstances alone reshape their future. In many operations, salesmen are doing the programming, program directors are doing traffic, and the manager is doing the worrying. Proper teamwork could remedy this hapless condition.

2. A stock of records and a turntable do not make a radio program (nor a radio station), even though many broadcasters persist in that belief. But the simple addition of a sound format, a good script and capable production will turn a record show into a listenable and salable commodity. In other words, ingenuity is more important than dollars in building sound radio policies, and every broadcaster (including network and agency moguls) should learn this basic lesson.

3. A program director can't sit high in an ivory tower and decide arbitrarily what listeners want to hear and what is best for them. Why not consult the audience? Advertisers and agency men may not like to hear this, but the fact is that listeners know more about what a station should put on the air than most sponsors. Besides, the average listener likes the idea of being asked his program preferences and he is quick to cooperate by giving his opinions. Progressive stations are proving it. WSB's dominance in the Atlanta market is a direct result of giving the audience what it wants.

4. You can't obtain radio response by reviving old programs and older personalities.

5. You can't prosper by simply riding the coat-tails of a network. This job has to be done by you in your own backyard.

6. You can't snare an audience by imitating television or by presenting simulcasts.

7. You can't buy listeners by giving away autos and refrigerators or by hiring a Hollywood personality to headline on an otherwise dull and tasteless half-hour.

8. You can't build good shows with ad lib remarks (Godfreys are rare); nor can you present good newscasts by merely tearing copy off a teletype.

9. The future of radio does not lie in pursuance of the same programming methods that proved popular a decade or two ago.

The need now is to examine carefully just what radio has to offer the public—as compared with competitive media—and to develop a whole new concept of broadcasting. It can be done and it is being done in some quarters.

What radio is crying for is some logical reasoning about aural communication. Just as there has always been an audience for newspapers, magazines, movies, so will there be listeners receptive to "distinctive" radio. But radio must build its own destiny and start from the ground up. In broadcasting, too, it is "time for a change."

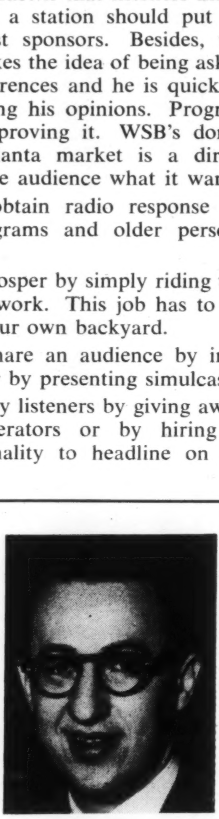
Face Lifting

At WSB we began a year ago to renovate our entire operation. Carefully but coldly we appraised our complete programming structure, analyzing methods and formats for every minute of the day. We discarded time-worn station identifications and began writing new ones on a daily basis, utilizing music, actors and sound effects. We startled housewives by putting in jokes, recipes, riddles and congratulatory announcements on station breaks. We changed sign-ons and sign-offs for shows; replaced musical themes; revised every sustaining format in the book and talked sponsors into making needed changes in their commercial programs.

Our motto was "we dare to be different," and listeners began calling and writing to tell us their reactions. Some were shocked. Some were displeased. Many were delighted. Best of all, local citizens got radio on their minds again. And to keep them interested we have busied ourselves ever since in creating new ideas that would attract those who never cared for radio and those who have strayed from it.

We haven't always aimed at the maximum audience, for in this vicinity, with a 50 kw station reaching out to far-flung rural areas, that would mean an overemphasis on farm fare, folk music and reli-

ABOUT THE AUTHOR



Mr. Ellis joined **WSB Atlanta** in 1940 as director of scripts and publicity, after graduating, with a Phi Beta Kappa key, from U. of Alabama. In World War II he was an Air Force captain, writing and directing service shows on all major networks. After the war he wrote and directed radio shows in New York, including a year's stint with *We The People*. When WSB-TV Atlanta went on the air, he became assistant production manager. He rejoined the radio station in December, 1951, and has since been its program director.

from radio programming

THIS looks like a big enough cast to present a full-length program, but it's really the production of a WSB station break. The Atlanta station emphasizes clever and show-wise station breaks to attract audiences. It's part of the general WSB overhaul.

gion. But every program attempts to offer the listener compensations that are unobtainable elsewhere.

Suppose we consider specific examples of our efforts to "remove the rust" from radio. We started with the simplest devices. For 30 years it had always been, "WSB, the Voice of the South." We first added "Radio" to our name. Then in keeping with the industrial rebirth of Dixie, we decided to become, "Spokesman for the New South —WSB Radio, Atlanta."

Dozens of other slogans followed: "America's Radio-Active Station," and "Measuring our popularity with Geiger counters." Every week or two we changed station breaks, taking advantage of holidays ("Having nothing better to do, Washington chopped the cherry tree. Too bad he couldn't amuse himself by listening to WSB"); weather conditions ("You can cool off in the bathtub and still listen to WSB Radio"); and any topical subject that came to mind ("Make the seven-day test. Discover new listening pleasure on WSB Radio.").

One time we rounded up a group of persons from foreign countries and recorded station breaks in a variety of languages, including Japanese, Portuguese and French. And once for a two week period we used only rhyming breaks, while inviting listeners to send in their samples. We received hundreds like this: "Early or late, the programs are great on WSB Radio."

In our efforts to hypo programs and revive their "pulse," we went directly to the people and asked them to write us, "What I want from radio." More than 5,000 replied, and their likes and dislikes brought about important changes. We noted a surprising sentiment for classical music, so we increased this type of program from 5 to 14 hours a week. At the opposite end of the musical pole, we uncovered a terrific demand for gospel music, a type distinctly different from hillbilly tunes. Today we have 11 gospel music periods a week, whereas a year ago we had none.

On occasion we have opened blocks of time, one to three hours in length, and invited listeners to phone their choice of six different program types available to them. The response has always been splendid, with thousands rushing to express a preference.

Research projects like these have supported our theory that radio's future rests not alone on news, music and mysteries, but also on any program that promotes a close relationship between itself and the average listener. Based on that premise, here are some shows we have developed.

You Name It challenges the audience to ask for anything from the world of recorded sound. Letters from 38 states have requested everything from the sound track of a 1937 western movie to the buzzing of a butterfly's wings. All have been answered with one exception. A practical joker in Des Moines asked for a giraffe's mating call, but the local zoo reported that giraffes are silent.

Hostess Party

Around Town originates daily in the living room of some Atlanta housewife. The hostess provides the guests and the station provides the quiz-party.

Answer Me This airs answers to any informational question, regardless of how tough it might be. The research department of the Atlanta Public Library cooperates on this one. This show not only made radio listeners but the library director, John Settelmayer, says it increased his book withdrawals 25% over the previous year.

Dateline Georgia and *Views of the News* cover local news by tape recorder and feature the voices that are of greatest interest to listeners—their own.

The Pastor's Study answers phone calls from persons with religious problems.

With such offerings we feel that our station is bringing radio to the people and the people to radio in a simple but effective manner that television can't touch.

Every program director might do well to examine closely his activities and ask these pertinent questions:

1. Are you playing the music your audience wants? Our close study of music has led us to play not what disc jockeys prefer, but what we have reason to believe listeners want at specific times. Every music show is built around an idea and the tunes are picked at least a day ahead of airing.

For example, *Listen Ladies* is a daily half-hour, featuring sweet music. But what makes the show different is an appeal to

XUM

the individual's desire and willingness to participate on the program. Our method is a simple series of yes-no and true-false games, which anyone can play with a postal card and a pencil. The first ten shows drew 3,148 entries, indicating that radio "ain't dead by a long shot."

2. Are you placing proper emphasis on your newscasts? At a time of general retrenchment, we have increased our news staff and revised news formats, to provide multiple voices for better news coverage, special sound and musical effects (a lusty, lunch-time whistle toots the introduction to our noon news), and carefully-integrated commercials. We cover beats, augment stories by phone, and spice up newscasts with interviews and locally-taped features.

3. Are you getting full benefit from radio's flexibility? Tapes and telephone lines give radio a big advantage of ease and speed over TV. We make full use of our direct reports from weather stations, Georgia farms and agricultural schools, the city hall and state capitol. Thanks also to tape, we have been able to block-program on an extensive scale, and to build first-rate features like *Calling All Cars,* an on-the-spot traffic safety series, and *Guard Report,* weekly visits to military encampments around the state.

Potential Magic

4. Are you selling radio short on glamor? There's still a lot of potential magic in words and voices. We attempt to sprinkle a bit of star dust with phrases: "Deep in the heart of Dixie" and "Broadcasting from high above historic Peachtree street," and in programs: *Atlanta Calling America* and *Singing Time in Dixie*.

5. Do you encourage steady listening? It may seem a small point to emphasize, but our station never says goodbye. We hope and expect our listeners to stay with us for many hours, during the day and night. (Five days a week we broadcast around the clock). Consequently, we conclude our show, not with an *adios,* but with a reminder to stay tuned for the next program following on the 750 spot.

And instead of merely mentioning the program that is to follow, we prepare for our announcers intriguing teaser lines. If the succeeding show is a popular record program, the announcer might end with something like: "Listen to the most popular song in America. It'll be played on the *Music Room,* coming up next on WSB Radio."

6. Do you promote and publicize your programs? No radio station should overlook the many ways it can publicize and promote its service other than over the air. At WSB Radio we frequently phone listeners at random to remind them of special programs coming their way. And we write numerous letters to persons whom we feel might be interested in special musical, dramatic or discussion programs. We also keep our eyes and ears open for stories that will make the daily papers and the trade press.

And, of course, we are always looking for new ways to promote our attractions on the air. One gimmick we have used successfully is to reverse the usual procedure of ballyhoo-ing shows in advance of their airing. We produced a series of dramatic spots, each of which was aired the day following a particular broadcast. The actors talked about how much they enjoyed the program and the listener was urged to catch the next program in the series coming up the following week.

It's all part of a coordinated effort that a station must make if it is to ride out the competitive storm successfully.

Many radio men no doubt wonder whether it's worth the effort to try revamping a radio station's operation. I contend that if changes—even in station breaks—will make listeners talk about you and listen to you, then the end result justifies the work.

And if you're wondering where you'll find the manpower and the original ideas, you might be surprised to discover the quantity and quality of constructive help forthcoming from staff members if the welcome mat is put out for their thoughts and assistance. We have tapped the reservoir and found that it does not run dry but has continued to well up with innovations.

The end result is the important factor in any revamping operation, and for the record, here's what we've accomplished at WSB Radio. Today, one year after our revolution started, our audience is bigger and more responsive (latest audience surveys give us 27 of the 30 top rated radio shows in Atlanta), our staff is operating with increased efficiency and economy. And this section of the country—despite its three excellent TV stations—is once again becoming radio conscious. But the battle isn't over, and what's more, it'll never be. We're awake to the fact that radio has entered a new competitive era, and the future rests with those who get up and go.

Profit-sharing pays off for KITE

EVERYBODY'S a boss at KITE San Antonio, spurred by a profit-sharing plan that keeps the staff on its toes, induces contented cooperation and pays at the exchequer.

Last year the station's unique plan meant as much as six or seven weeks' extra pay to some of the older KITE employes. Profits are shared on a unit basis, with both seniority and salary as factors. Newcomers must have three months' experience on a fulltime basis before they become eligible.

As the workload indicates, salesmen become reporters, copy writers become news rewritemen and anyone is likely to go on the air with part of the story when something of bulletin importance breaks in San Antonio. Thus everyone is trained to function as part of the news department.

The principle, of course, is that everyone jumps in to do whatever has to be done. When an employe's birthday falls on a work day, the employe stays home and has a good time—with pay. A monthly cost-of-living check is based on the Labor Dept. index and there's hospitalization insurance, also, with KITE picking up most of the check.

Every employe is an efficiency expert. When office space became available next to the studios, the staff made a proposition to the front office: Rent the space and furnish a coffee bar; the staff will buy its own snacks and save the time normally spent in catching a cup of coffee at a nearby cafe.

Staff members donate a dollar a month for flowers and gifts, with money left over for station parties—a staff party for the front office, and another one vice versa. It's not socialism, but capitalism at its best, the staff believes. Since it means no profit sharing if there's no station profit, the employes are interested in KITE's business welfare. Their own committee administers the profit-sharing.

Does it pay? The management last Jan. 1 changed from individual ownership by President Charles W. Balthrope to a corporation, with 10% of stock earmarked for employes.

ON THE HOUR
KITE
ANY RADIO

STAFF COMMITTEE at KITE San Antonio administers station's profit-sharing plan. Left to right: Stan Nelson, production director; Robert Ferrie, announcer; Pearl Brewer, office manager; Caesar Castiglioni, engineer; John Siercovich, chief engineer.

Want to sample thrills thousands of miles away—make back-at-home armchair viewers pick up and GO? Want to do all this effectively and at low cost? Yes? Then . . . **USE FILM.**

For complete information write to: Motion Picture Film Department, *Eastman Kodak Company*, Rochester 4, N. Y. *East Coast Division*, 342 Madison Avenue, New York 17, N. Y. *Midwest Division*, 137 North Wabash Avenue, Chicago 2, Illinois. *West Coast Division*, 6706 Santa Monica Blvd., Hollywood 38, California.

More than 900 youths and adults are getting college training in Traverse City because a broadcaster did something about the lack of higher education in the region.

RADIO BUILT THIS COLLEGE

By Harold Hopkins

A SHIRT-SLEEVED crusade, inspired and led by a public-spirited Michigan broadcaster, has brought higher education to the northwest part of Michigan's Lower Peninsula, giving that region's youth a chance they would not otherwise have had to go to college.

Watching the fruition of his efforts since 1941 to give his community and the surrounding area an educational institution of which they can be proud is mild-appearing, 41-year-old broadcaster Les Biederman, president and general manager of Midwestern Broadcasting Co., licensee of WTCM Traverse City, WATT Cadillac, WATZ Alpena, WMBN Petoskey and WATC Gaylord, all in the north Michigan area.

Last Thursday tribute was paid to Mr. Biederman's successful efforts by Cedric Foster, MBS commentator, who described to his nationwide audience the feat by the broadcaster and his community in establishing their own college. Mr. Foster originated his program from WTCM studios, spending more than half of the quarter-hour in praise of the community efforts.

Today some 150 students—and 760 adult night students—are enrolled in the new Northwestern Michigan College, which opened in September 1951 in temporary quarters at the Traverse City airport. And just over a mile from the center of town a group of three new buildings are going up on a 150-acre wooded tract as the first unit in an ambitious project designed eventually to accommodate 3,000 students.

One day back in February 1941, Mr. Biederman called a group of Traverse City's businessmen into his office. He was building WTCM in that city after organizing Midwestern Broadcasting Co. in 1939 and receiving his FCC permit in 1940.

Philadelphia-born Mr. Biederman, who had come west to look for a place to build his station, had selected Traverse City. After a survey looking over the area's possibilities, he was appalled at the lack of educational opportunities.

A large part of the youth in the five-county area around Traverse City couldn't afford to go downstate or upstate to college, he told the businessmen. And when they do go, he added, they don't come back.

He talked eloquently on a sore subject: There was no college in the whole north part of Michigan's Lower Peninsula, while the rest of the state—especially in southern Michigan—was dotted with colleges and universities.

The group listened and decided to do something about it. A series of four meetings was held. Then Pearl Harbor.

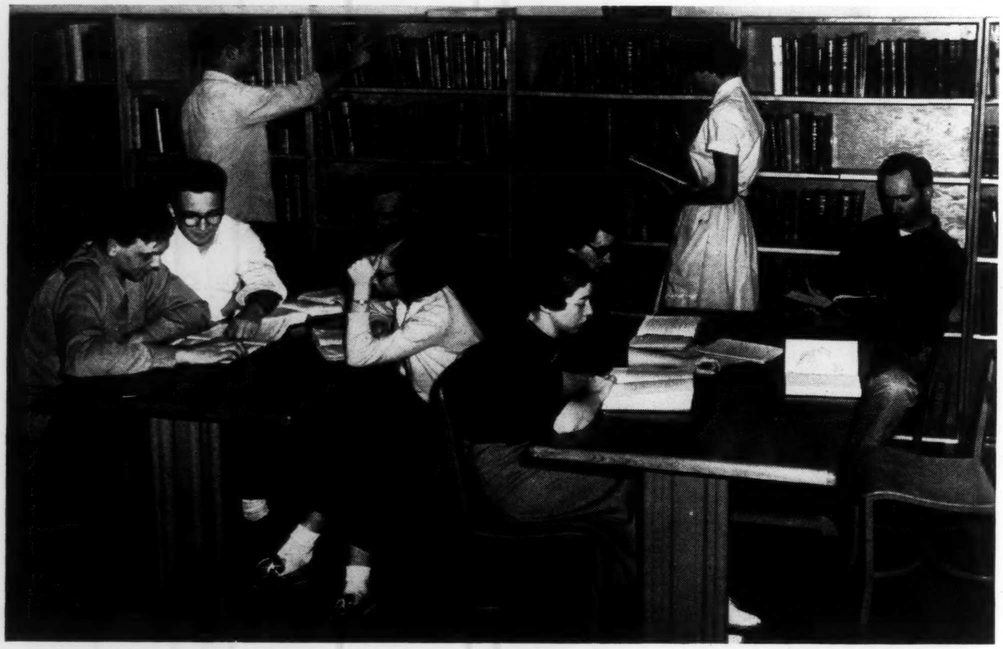
That ended it for the time, but after the war Mr. Biederman was back at the old stand. Then four years ago he was elected to the board of Traverse City's Chamber of Commerce, and at his own request was made chairman of a committee to establish a college in the city.

An outgrowth of the committee was Educational Fund Inc., which was organized about June 1951. Mr. Biederman was elected president, a job he still holds. He and the four other charter members immediately set out to raise funds to build a college at Traverse City.

Mr. Biederman and Educational Fund set as their goal the raising of $100,000 for initial establishment of the college. Individuals, firms and organizations were asked to contribute $100 each, for which they would become members of the college Founders Fund, with their names perpetuated on a bronze plaque on the campus.

The drive brought in $40,000 which was spent on school equipment and real estate. Most of the contributions came from the five-county area, but much came from unexpected sources. Frank Isbey, a Detroit businessman, gave $2,500.

WTCM entered the campaign "with every



The campus of Northwestern Michigan College may lack the Gothic splendor of older schools, but a college's importance is not measured by its architecture. The library, at left, has a respectable stock of books which is being steadily expanded.

LES BIEDERMAN

technique we know of," according to Mr. Biederman. The station gave honorable mention to contributors, ran announcements on meetings of groups who organized drives of their own. Announcements of the courses available at the college were made, including those for adults. Meetings were held in the station's studios and the station's secretarial staff was used to take care of correspondence necessary to the campaign.

But most of all, Mr. Biederman's energies were used in addressing groups. Besides presiding at Educational Fund meetings, he talked to civic, church, patriotic, business, and government groups. He estimates he has attended 400 meetings on behalf of the college, including addresses to 42 of the 62 village boards in the five-county area.

Mr. Biederman isn't the only broadcaster in the act. Foundation Fund members include WLAV Grand Rapids and WKMH Dearborn, while scholarships have been created by WKMH, WTCM, WSAM Saginaw and WBCK Battle Creek. Other stations also are considering creation of scholarships, Mr. Biederman says.

The college was scheduled to open in September 1951 and first classes were planned in a building at the Traverse City airport jointly owned by the city and Civil Aeronautics Administration.

The building was in need of repairs, so WTCM aired a call for volunteers. Some 218 responded—electricians, plumbers, painters, carpenters, and just plain people who helped the tradesmen—all giving their work free.

The school opened with an enrollment of 72 freshmen and a faculty of eight. Enrollment has climbed since then, and today there are 150 students and 760 adult night students, of whom 100 are taking college credit courses, with a day faculty of 15 and a night faculty of 65.

At present Educational Fund Inc. is in the midst of a drive to collect $150,000 of which $122,000 will be used to pay for the new buildings and the rest to finance deficits. The first building unit is being constructed of war assets materials bought from the Federal Security Administration. The

(Continued on Page 89)

Advertisement

From where I sit
by Joe Marsh

Just a Little "Outdated"

Back in December we sent out our yearly calendar. It listed the last date for renewing drivers' licenses, and things like the dates for registering to vote, when the hunting and fishing seasons open—even suggested you note down the wife's birthday, too.

I figured dates like these were important to keep in mind—and this was a good way to do it. Unfortunately, it now turns out I never really paid close attention to my own calendar!

Not 'til today that is—so here I am, not able to drive the car this weekend until I get my driver's license renewed on Monday!

From where I sit, I guess good advice, like charity, should begin at home. I'm always advising all of you to worry less about your neighbors (what they do, or say, and whether or not they should enjoy a temperate glass of beer) and pay more attention to whether you yourself are doing the right thing. Guess I'll "make a note" to follow my own formula!

Joe Marsh

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XUM

T E L E C A S T I N G

EVE

	SUNDAY				MONDAY				TUESDAY					WEDN
	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS
6:00 PM	*On Guard* F	Electric Cos. alt. wks. sust. Your Are There	*New York Times Youth Forum*	Revere Meet the Press L										
6:15														
6:30	*Film*	Alcoa See It Now L		Gen Foods Roy Rogers F										
6:45	Gruen W. Winchell L													
7:00	Skippy Peanut Butter You Asked For It L	Wrigley Gene Autry Show F	*Georgetown U. Forum*	P&G Red Skelton F			General Foods Capt. Video				Capt. Video			
7:15												Pepsi-Cola Short Stories F		
7:30	*Playhouse Seven* F	American Tobacco Private Secretary L		Reynolds Metals Mr. Peepers L	Ironrite Hollywood Screen Test L	GM-Oldsmobile News L		P&G Those Two L	P&G Beulah F	Amer. Cig. & Cig. Co. News L		Chevrolet Dinah Shore L	*Film*	GM-Oldsmobile News
7:45						Chesterfield Perry Como		Camel News Caravan L		Revlon Jane Froman		Camel News Caravan L		Chesterfield Perry Como
8:00	*ABC All-Star News* L&F	Lincoln-Mercury Dealers Toast of the Town L		Colgate-P-P Comedy Hour L	Sterling Drug Ins. Mark Saber Homicide Squad F	Lever Lux Video Theatre L		Winchell-Mahoney Show L Crosley-Speidel alternating		Ernie Kovacs (sust.)	Admiral Corp Life Is Worth Living	Texas Co. Milton Berle L	*Film*	Pillsbury Toni (alt.) Godfrey & His Friends L
8:15														
8:30					*Film*	Lever-Lipton Godfrey's Talent Scouts L	*Johns Hopkins Science Review*	Firestone Voice of Firestone L			Curtis Publishing Co. Keep Posted			Liggett & Myers Godfrey & His Friends L
8:45														
9:00	*America In View* F	General Electric Fred Waring L	Clorets Chlorophyll Gum & P&G Rocky King, Detective	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse	Perspective L	Philip Morris I Love Lucy F	*The Big Idea*	Pearson Pharm. Hollywood Opening Night L		Schick Crime Syndicated (alt.) L Carter Prod. City Hosptl.	Wine Corp. of America Where Was I?	P&G Fireside Theatre F	*Film*	Colgate Strike It Rich L
9:15														
9:30	*Film*	Bristol Myers Alan Young 2/15 alt with Ken Murray 2/8 L	Larus & Bro. Co. Plainclothes Man		*Talent Patrol* L	Gen. Foods Instant Maxwell Coffee L Gaines Dog Food Red Buttons	*Feature Boxing with Ted Husing*	Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents		Electric Auto-Lite Suspense L	Serutan Wisdom of the Ages	Armstrong Circle Theatre L	*Wrestling From Rainbo* L (9:30 to Midnite)	R. J. Reynolds Man Against Crime
9:45														
10:00	B. Graham Hour of Decision F	P. Lorillard The Web L	A. Murray Dance Studios Arthur Murray Show	P&G The Doctor F	Why L	Westinghouse Studio One L				Block Drug Danger L	*Meet the Boss*	P Lorillard Two For The Money F		Pabst Sales Co. Blue Ribbon Bouts L
10:15	*Film*													
10:30	*Enterprise USA* F	Jules Montenier What's My Line L	Young People's Church of the Air *Youth On The March*					Co-op Who Said That L	Bendix Swanson (alt. wks.) The Name's The Same L					
10:45												P. Lorillard Embassy Club L		General Cigar Sports Spo
11:00	Burton-Dixie Remember These Things L	Norwich Sunday News Spec.				Longines Chronoscope	Bayuk Ringside Interviews with Ted Husing							Longines Chronoscope
11:15 PM														

D A Y I

	SUNDAY				MONDAY - FRIDAY				SATURDAY			
	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC
9:00 AM												
9:15												
9:30												
9:45						*CBS News* M&W 9:45-10:15 Tu-Th-F 9:45-10						
10:00						Arthur Godfrey 10-10;45a.m. (See Footnote) *Wheel of Fortune* F. Only 10-10;45 a.m. S		*Ding Dong School* L				
10:15												
10:30								*Prologue to the Future* F	Johnson Candy Rootie Kazootie L			
10:45												
11:00						*There's One In Every Family*		*Ask Washington* L	Ralston-Purina *Space Patrol* F	*There's One In Every Family*	Florida Citrus Corp. Happy's Party	
11:15												
11:30						C-P-P (MWF) Strike It Rich L		*Mrs. USA* F	Derby Foods Sky King; Amend Co. Hail The Champ (alt. wks.)	Brown Shoe Smilin' Ed McConnell F	International Shoe Co. Kids & Co.	
11:45												
12:00 N	Sweets Co. Tootsie Hippodrome L	*In The Park*				Gen. Mills Bride & Gr'm L				National Dairy The Big Top L		
12:15 PM						Amer. Home All Products Love of Life						
12:30	Voice of Prophecy Faith For Today L	Hawley & Hoops Candy Carnival L				P&G Search for Tomorrow	*Take the Break with Don Russell*					
12:45				*The Nature of Things* L		P&G Guiding Light						
1:00	*Seminar* L			*Youth Wants To Know* L			*Ladies Date with Bruce Mayer*			*Meet Me At The Zoo*		
1:15												

	ABC	C
1:30 PM	*Junior Pr Conferen* L	
1:45		
2:00		
2:15		
2:30		
2:45		
3:00		*Lamp My F* S
3:15		
3:30		*Man o Wee* S
3:45		
4:00		*The F Hund Day* S
4:15		
4:30		
4:45		Willy Overla Greyho Reming Ran Americ Machin Found Scott Pa
5:00	Kellogg Super C (5-5:3 L	
5:15		
5:30	Mars C Co. (5:30-	
5:45 PM		

XUM

FOR FEBRUARY 1953

EVENIN

WEDN	ESDAY		THURSDAY				FRIDAY				SATURDAY				
CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	
															6:00 PM
															6:15
												What In The World			6:30
															6:45
	General Foods Capt. Video				Capt. Video				General Foods Capt. Video	Gen. Cigar Co. Herman Hickman	Sweets Co. Whiteman TV Teen Club L	7-7;30 p.m. Gemex Liggett & Myers (alt.) Stork Club		*Mr. Wizard*	7:00
						Pepsi-Cola Short Stories L				No Network Service					7:15
GM-Oldsmobile News	rter Prods Drew Pearson	P&G Those Two L	General Mills Lone Ranger F	Amer. Cig. & Cig. Co. News 7:30-7:45 pm	*Guide Right*	Chevrolet Dinah Shore L	General Mills Stu Erwin F	GM-Oldsmobile News		P&G Those Two L		Sylvania Beat The Clock L	*Pet Shop*	Dunhill My Hero F	7:30
Chesterfield Perry Como		Camel News Caravan L		General Electric Jane Froman		Camel News Caravan L		Chesterfield Perry Como		Camel News Caravan L	Chas. Antell Live Like A Millionaire L				7:45
Pillsbury Toni (alt.) Godfrey & His Friends L		GE I Married Joan F	*The Greatest Man on Earth* L	Carnation Burns Allen (alt.) L Goodrich		DeSoto-Plymouth Groucho Marx F	Hotpoint & Lambert (alt. wks.) Ozzie & Harriet F	Gen. Foods Maxwell House Coffee Mama L		RCA Dennis Day L		Schick Inc. Bristol-Myers Leeming Co. (Co-Sponsorship) Jackie Gleason Show		Pet Milk Johnson & Johnson All Star Revue L	8:00
											Texas Rasslin' F				8:15
Liggett & Myers Godfrey & His Friends L		**	Lorillard Chance of a Lifetime L	Blatz Amos 'n' Andy (alt.) Singer Swng. 4 Star Plhs.	Tidewater Associated Oil Broadway to Hollywood	Borden Treasury Men In Action L		R. J. Reynolds My Friend Irma	Dark of Night	Gulf Oil Life of Riley F					8:30
															8:45
Colgate Strike It Rich L	*Stage A Number with Bill Wendell*	Krafts Foods Television Theatre L	*Film*	American Tobacco Co. Biff Baker, U.S.A.	*Trash? or Treasure!*	Chesterfield Dragnet F	*Film*	Schlitz Schlitz Playhouse of Stars L	Serutan Co. Life Begins at Eighty	American Cig&Cig Big Story L	Bayuk Cigar Saturday Evening Fights L	*This Is Show Business*		Your Show of Shows R. J. Reynolds S.O.S. Benrus Griffin Prudential Lehn & Fink L	9:00
															9:15
R. J. Reynolds Man Against Crime			*Valentino* L	Lever Rinso Big Town F	*What's the Story Walter Kiernan*	Ford Ford Theatre F	Kreisler, (alt. wks.) Tales of Tomorrow L	General Foods Sanka Our Miss Brooks		Campbell Aldrich Family L		Meet Millie S	Co-op Wrestling from Chicago		9:30
															9:45
Pabst Sales Co. Blue Ribbon Bouts L		Hazel Bishop This Is Your Life L	*Feature Playhouse* F	Philip Morris My Little Margie	*Author Meets the Critics*	U.S. Tobacco Martin Kane		Colgate Mr. & Mrs. North	Clorets and Bauer & Black Twenty Questions	Gillette Cavalcade of Sports L	*Film*	Sealy Balance Budget (alt. wks.) Cats Paw Quiz Kids			10:00
															10:15
				Carter I've Got A Secret (alt. wks.) Toni Racket Squad		Ethyl Corp. Ask Me Another L			Carter Products Down You Go			Simmons Jergens (alt.) It's News To Me		American Tobacco Your Hit Parade L	10:30
General Cigar Sports Spot										Chesebrough Greatest Fights F					10:45
Longines Chronoscope								Longines Chronoscope					11:05 Boyle-Midway Sports Showcase		11:00
													11:20 Wrestling Resumes		11:15 PM

DAY IME

	SUNDAY			MONDAY - FRIDAY				SATURDAY			
ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC
Junior Pr Conferen L			*Religious Hour Frontiers of Faith* L		Garry Moore Show (See footnote)						
			American Inventory L		Campbell Soup Double or Nothing M-W-F Westinghs. Freedom Rings Tu-Th						
			Bohn Alum. American Forum L		Art Linkletter's House Party (See Footnote)						
	Lamp Unto My Feet S		*Victory at Sea* F		*Mike & Buff* S	*Paul Dixon Show*	The Big Payoff CPP (M-W-F)				
	Man of the Week S		*Juvenile Jury* L		*Action in the Afternoon* S		P&G Welcome Travelers L				
	The First Hundred Days S		RCA (alt. wks.) Kukla, Fran, Ollie L				Kate Smith L *				
	Willys-Overland Greyhound Remington-Rand American Machine & Foundry Scott Paper		Zoo Parade Quaker Oats L								
Kellogg Super C (5-5:3 L		*The Week In Religion*	Hallmark Hall of Fame L				Lever Hwkns. Falls L				
							Gabby Hayes**				
Mars C Co. (5:30-			*Chance to Show* L				Mars, C-P-P Welch. Klog. Int. Shoe Bauer & Blk. Standard Brands L Howdy Ddy.				
			Window On Washington L								

Explanation: Programs in italics, sustaining; Time, EST. L, Live; F, film; K, kinescopic recording: E. Eastern network; M, Midwestern; NI, non-interconnected stations.

NBC—Mon. thru Fri. "Today" 7-9 a.m., EDT & CDT, 7:15-20 Wed.—Fla. Citrus, 7:20-25 Wed.—Kenwill, 7:45-50 Mon.—Fla. Citrus Tu.-Wed.-Thurs.—Riggio, 8:15-20 Wed.—Mystic, Tu.-Thurs.—Fla. Citrus, Fri.—Doeskin, 8:20-25 Mon.—Pure-Pak, Thurs.—"Time," Fri.—Fla. Citrus 8:45-50 Wed.—Jackson-Perkins, 8:45-55 Mon.—Knox.

Mon. thru Fri. "Kate Smith"; 4-4:15, Mon. thru Thurs. P & G 4:45-5, Mon. Nestle—4:15-30, Tue. Doeskin—4:45-5. Tues. Johnson & Johnson—4:30-45, Wed. Pillsbury—4:45-5, Wed. Gerber—4:15-30, Thur. Penick & Ford—4:30-45, Thurs. Minute Maid—4:45-5, Thur. Simoniz—4:00-15, Fri. Knomark 4:15-45, Fri. Glidden—4:45-5, Fri. Toni.

*** Quaker Oats—Mon. & Fri.

* Tuesdays, 8-9 p.m., Texas Co. for Berle except every fourth week when Buick sponsors "Circus Hour."

** Wednesdays, 8:30-9 p.m., Scott Paper for Scott Music Hall alternates with Du Pont for "Cavalcade of America."

5:30-6 p.m., M-F, Firms listed sponsor Howdy Doody in 15 min. segments.

CBS—10:15—Mon.-Th.,—Consolidated Cosmetics & Clinton Foods, alt. days.

10:15-30, Mon.-Th.—Star-Kist Tuna & Owens-Corning, alt. days.

10:30-45—Lever, M. & W.—Frigidaire, Tu. & Th.

10:45-11, M-Th.—Pillsbury.

10:45-11 a.m.—Westinghouse-Betty Furness.

11:30-12 n, Tu. & Th., Strike It Rich, sustaining.

1:30-45 p.m. Mon.—Masland; Thu.—Deep Freeze.

1:45-2 p.m. Mon.—Duff; Tues., Ballard; Wed., Best Foods; Thurs., Stokley-Gary Moore; Fri., Kellogg.

2-2:30 p.m., Tu. & Th., Every Where I Go, sustaining.

2:45-3 p.m., Fri.—Green Giant Co.; 2:30-2:45 p.m., M.-Th.—Pillsbury; 2:45-3 p.m., M.-W.-Th.—Lever; 2:45-3 p.m. Tu. & Fri.—Kellogg—House Party.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

February 2, 1953

XUM

"We would pay a premium for these 50,000 Air Shipments
yet we actually saved thousands of dollars!"

Robert S. Woolf, Mgr., Teletranscription Dept., Dumont Television Network

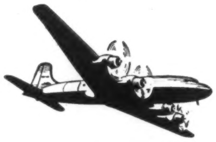
"When we ship TV film, we're interested in *service*. We can't afford to take any other attitude. We've bought program time all over the country, and those programs *must* be filled.

"We at Dumont use Air Express. It's the fastest. It has all-point coverage. Above all, it is DEPENDABLE.

"As to cost – Air Express costs Dumont *less* than other air services would, by thousands of dollars per year! For instance, on our regular shipments to Detroit, other services cost 37% to 337% *more* than Air Express. And we can't duplicate the service at any price!

"The Air Express people have carried upwards of 50,000 shipments for Dumont in the last four years. Their ability to trace shipments – especially when being shuttled between stations – is almost uncanny! It has helped us out in many an emergency.

"It pays to specify Air Express – in more ways than one!"



AIR EXPRESS

GETS THERE FIRST

Adult Class in Astronomy

(Continued from Page 85)

new buildings otherwise would have cost an estimated $350,000.

Some 500 workers—300 women and 200 men—all civic leaders, are working in behalf of the $150,000 fund goal. "They are covering every home in Traverse City door-to-door, and on a smaller scale in outlying towns," Mr. Biederman said.

Educational Fund Inc. envisions an eventual $11 million plant for the college over a 20-year period, of which $5 million will be in self-liquidating assets, plus a $1 million community auditorium.

Educational Fund's board of directors includes nine Traverse City citizens, four ex-officio, and seven from communities in the five counties pledged to support the college. It also is represented in the State Legislature and in the Michigan Conservation Department.

The college, owned and promoted by Educational Fund, is administered by the Traverse City Board of Education. During its first three years its two-year basic courses credits are acceptable only by U. of Michigan, Michigan State College and the state's four teachers colleges, with wider accreditation expected later.

The Traverse City college's ambitious planners expect eventually to extend studies to the full four years, but that is somewhere in the future, according to Mr. Biederman. "Other state institutions have worked closely with us in such things as releasing members of their faculties to us," says Mr. Biederman. "They also praise our efforts at educational meetings all over the state. They realize we are building a great college here—not a piddling little thing."

Mr. Biederman and his fellows are getting attention from higher up, too. Gov. G. Mennen Williams recently has been considering a resolution to be submitted for adoption by the state legislature commending the college-building group and the community.

And in June 1952, the U. of Michigan, in recognition of Mr. Biederman's contribution to his community's youth, made him an honorary alumnus.

All the hubbub in bringing a college to his area in Michigan has not slowed down Mr. Biederman's efforts for his community on other fronts. As president of the Traverse City Industrial Fund Inc., he has been instrumental in the financing of plants for three local manufacturing industries which employ more than 500 people.

MBS commentator Foster, who spent two days in Traverse City and addressed the student body of the new college, said on his Thursday broadcast that the efforts by Mr. Biederman and his community are "typically American."

Mr. Biederman, whose formal education extended only to the eighth grade, sees the whole program as one of a community helping itself. He believes the Traverse City educational venture will become one of the area's cornerstones, "because it was established by the people, because enrollment is growing" and because the pioneering educational enterprise "will keep our youngsters at home."

Northwestern Michigan College Choir

WHY do more RADIO STATIONS* advertise in "SALES MANAGEMENT" than in any other magazine in the sales and advertising field?

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FEBRUARY 16

is closing date for reserving space in the state-county-city section of the SURVEY OF BUYING POWER—on which the allocation of more than a billion advertising dollars is based. (Companies subscribing to the SURVEY account for 94% of national advertising.)

Make sure your story is there, throughout twelve months of dog-eared use, when national advertisers and their agencies are choosing markets and media with the Survey's help.

SALES MANAGEMENT

THE MAGAZINE OF MARKETING

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* Includes Radio and TV—Measured by Lyndon Service.

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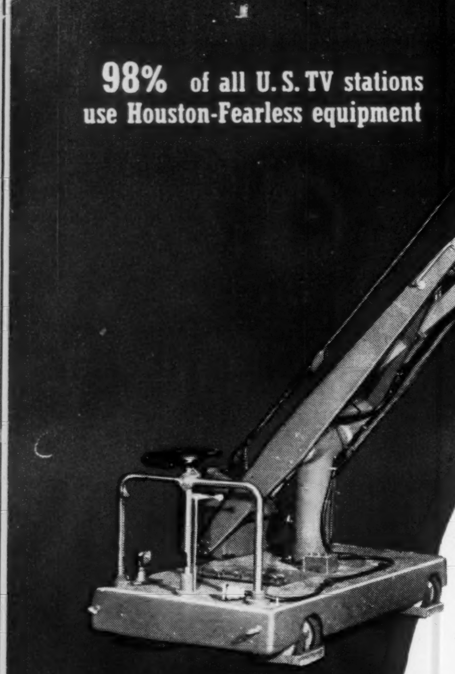
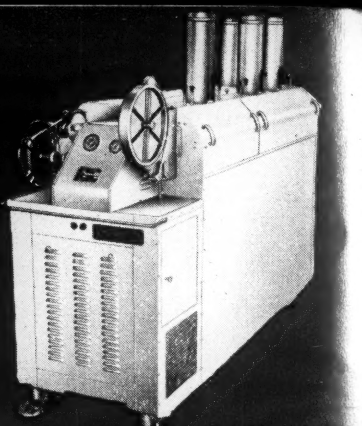


Houston-Fearless TV Crane, Model TC-1, offers extreme versatility. Camera lens can be raised quietly from 3'-6" to 9'-6" while dollying.



Model 22, H-F developer for 16mm reversal films. It is self-contained, easy to operate, entirely automatic, daylight operating. Adaptable to negative, positive or 35mm films.

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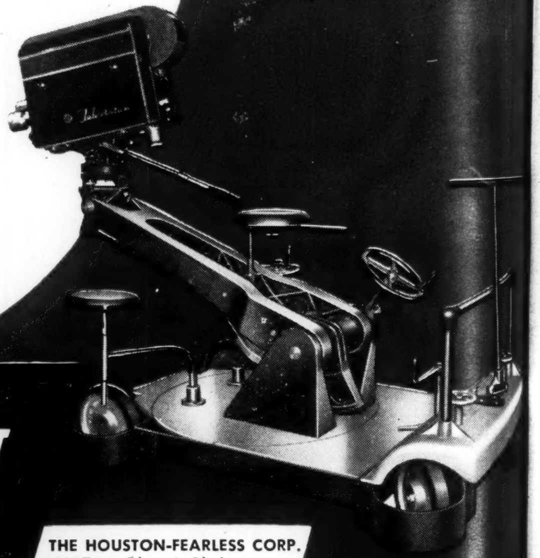
Top flight television showmanship is dependent not only on capable writers, producers and cameramen, but also on reliable studio equipment that will produce any desired camera effect smoothly and quietly with a minimum of effort . . . and on efficient film processing equipment that opens vast new sources of program material. That's why 98% of all U.S. television stations, as well as motion picture studios in Hollywood and throughout the world, rely on Houston-Fearless for matchless quality, proved performance and absolute dependability

Model PD-3 H-F TV Camera Pedestal raises camera quickly, easily by lifting on steering wheel. Rolls smoothly for dolly shots. One man operation.

Houston-Fearless microwave parabola mounted on H-F tilt head and tripod. Also available in power-driven models operated by remote control.

In addition to building many models not shown here, Houston-Fearless offers extensive engineering and manufacturing facilities to produce special television and photographic equipment for your particular requirements. Write for information and catalogs.

Television [illegible] mount. [illegible] head, all-[illegible] dolly. For [illegible]



H-F Panoram D[illegible] provides countl[illegible] camera effects . . . [illegible] ing, lowering, pann[illegible] tilting, and dolly[illegible] Smooth and stea[illegible]

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City.................... Zone... State.........

NEW N. Y. STUDY RELEASED BY NAEB

Increase in drama programs is noted in a survey prepared by Dr. Dallas W. Smythe. This type show in 1953 represents 47% of total time, it is claimed. Acts and threats of violence portrayed in drama are increasing steadily, according to the report.

STEADY increase in crime drama on television was noted in the third in a series of annual content analyses of New York area video programs by Dr. Dallas W. Smythe, director of studies, National Assn. of Educational Broadcasters [B•T, Jan. 26].

The study, conducted for NAEB, and announced Jan. 24, utilized 56 monitors drawn from Columbia U. and New York U. graduate students. The 1952 and 1953 surveys were financed by the Ford Foundation's Fund for Adult Education, which underwrote a similar study in the Chicago area [B•T, Jan. 19].

In book form under the title, "New York Television," the NAEB study incorporates results of programs broadcast by seven New York area stations the week of Jan. 4-10, plus a report analyzing data obtained in the comparable weeks of 1951-52.

Later Report Coming

NAEB said a later report will be issued, analyzing the study in detail and placing particular emphasis on "certain aspects of stereotyping in character portrayal in drama produced for television broadcast."

The study highlights a continuing increase in the amount of drama, led by crime drama, on TV. Acts and threats of violence (excluding sports, news, weather, public issues and public events) rose from 2,970 in the week in 1952 to 3,539 in the week in 1953, the report states.

"This is an increase of 19%," the study commented. "The number of acts and threats of violence in the children-hours rose by 10% from 1,278 to 1,412. In the remaining time segments, they increased by 24%, from 1,692 to 2,127."

Drama programs in 1953 represented 47% of the total time as compared with 42.4% in 1952, NAEB pointed out. News programs increased from 5.9% in 1952 to 6.6% in 1953; cooking, 2% to 2.8%; personal care from .5% to .8%; religion, 1% to 1.7% and pre-school entertainment, .1% to .5%.

The study included the following New York area stations: WCBS-TV, WNBT (TV), WABD (TV), WJZ-TV, WOR-TV, WPIX (TV), all New York, and WATV (TV) Newark.

The report on the first two years' studies was written by Dr. Smythe and contains an introduction by Prof. Robert K. Merton of Columbia U.

EQUIPMENT contract for what is claimed will be the first educational TV station in the U.S., at U. of Houston, Tex., is signed by Dr. W. W. Kemmerer (l), university president, with Graybar Electric Co.'s L. T. England, salesman. Equipment will be furnished by Federal Telecommunications Labs.

TV, Films Seen as Solution To Teacher Shortage

USE of educational television and instructional films to take over some of the classroom teacher's functions during the current teacher shortage was recommended last week in the annual report of the Educational Testing Service, Princeton, N. J.

Dr. Henry Chauncey, president of the nonprofit group which develops and conducts test programs for educational and professional organizations, reported there is a shortage of 52,000 teachers in the U. S. With use of educational TV and films, he said, "it becomes possible to utilize the teacher's time and abilities more effectively, to provide more individualized instruction and to make teaching more attractive and challenging." He suggested reorganization of elementary techniques, with pupils and classes divided into "separate and more homogeneous groups."

"With suitable scheduling of films and TV class discussions, workbench and project lessons," Dr. Chauncey said, "the teacher is free to concentrate on his role as discussion leader, counselor, guide and mentor in the fullest sense."

U. of Miami to Use WGBS-FM

WGBS-AM-FM Miami, Fla., has made its FM transmitter available to the U. of Miami for broadcast of the institution's special events, according to a new plan which has been announced. WGBS will continue FM duplication of its AM programs when the university is not using the transmitter.

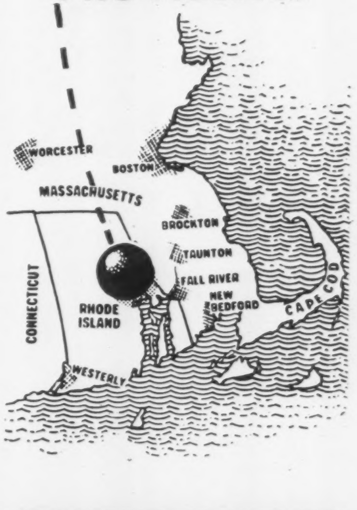
NSSR Offers Courses

SPRING term of the New School for Social Research, 66 W. 12th St., New York 11, which begins Feb. 9, will offer eight courses and workshops in public relations and nine in communications. Qualifying students may earn a certificate or a degree in public relations, the school reports. Among the courses is one on international communications and one on international broadcasting and television by Dr. Arno Huth.

GET A
STRIKE
EVERYTIME
WITH
YOUR
PERSISTENT
SALESMAN

UNDUPLICATED
COVERAGE IN
253,000 HOMES
WITH PERSISTENT
SELLING TO MORE
THAN 759,000
PEOPLE . . .
IN PROSPEROUS
SOUTHERN
NEW ENGLAND

WJAR-TV
PROVIDENCE



Represented Nationally by
Weed Television

New Grantees' Commencement Target Dates

‡On the air, operating commercially
* Educational permittee

HERE are post-thaw TV grantees and the dates on which they expect to commence operation. Channels authorized, network affiliation and national representative, where signed, are given.

LISTED BY CITY ALPHABET

Location & Channel	Date Granted & Target for Start	Network Representative
WAKR-TV Akron, Ohio (49)	9/4/52 Spring 1953	.... Weed
WRTV (TV) Albany, N. Y. (*17)	7/24/52 Unknown	....
WFBG-TV Altoona, Pa. (10)	12/31/52 2/1/53	NBC H-R Reps.
KFDA-TV Amarillo, Tex. (10)	10/16/52 March	.... Branham ..
KGNC-TV Amarillo, Tex. (4)	10/9/52 March-April	.... Taylor
WPAG-TV Ann Arbor, Mich. (20)	9/25/52 3/15/53	.... McGillvra
WCEE (TV) Asbury Park, N. J. (58)	10/2/52 Late 1953	....
WISE-TV Asheville, N. C. (62)	10/30/52 Unknown	....
WPTV (TV) Ashland, Ky. (59)	8/14/52 Unknown	....
WFPG-TV Atlantic City, N. J. (46)	10/30/52 ‡12/21/52	NBC, ABC, CBS, DuM Pearson
Matta Entrprs., Atlantic City, N. J. (52)	1/8/53 Unknown	....
KCTV (TV) Austin, Tex. (18)	7/11/52 Unknown	....
KTBC-TV Austin, Tex. (7)	7/11/52 ‡11/27/52	CBS, ABC, NBC, DuM Taylor
KTVA (TV) Austin, Tex. (24)	8/21/52 Unknown	....
KAFY-TV Bakersfield, Calif. (29)	12/23/52 April-May	ABC, CBS, DuM, NBC Forjoe
WITH-TV Baltimore, Md. (60)	12/18/52 Unknown	....
WABI-TV, Bangor, Me. (5)	12/31/52 ‡1/31/53	.... Hollingbery
WAFB-TV Baton Rouge, La. (28)	8/14/52 ‡2/15/53	CBS, DuM NBC, ABC Adam Young
KHTV (TV) Baton Rouge, La. (40)	12/18/52 Unknown	....
WBCK-TV Battle Creek, Mich. (58)	11/20/52 August	....
WBKZ-TV Battle Creek, Mich. (64)	10/30/52 5/15/53	ABC, DuM ....
KBMT (TV) Beaumont, Tex. (31)	12/4/52 May	....
WTVI (TV) Belleville, Ill. (54)	11/20/52 5/1/53	CBS Adam Young
KVOS-TV Bellingham, Wash. (12)	1/23/53 April-June	....
WLEV-TV Bethlehem, Pa. (51)	10/30/52 Unknown	Meeker ....
Rudman-Hayutin TV Co., Billings, Mont. (8)	1/15/53 Unknown	....
WQTV (TV) Binghamton, N. Y. (*46)	8/14/52 Unknown	....
WJLD-TV Birmingham, Ala. (48)	12/10/52 Unknown	....
WSGN-TV Birmingham, Ala. (42)	12/18/52 Unknown	....
KGEM-TV Boise, Idaho (9)	1/15/53 Fall, 1953	NBC Hollingbery
KIDO-TV Boise, Ida. (7)	12/23/52 7/1/53	.... Blair TV
WICC-TV Bridgeport, Conn. (43)	7/11/52 2/1/53	ABC Adam Young
WSJL (TV) Bridgeport, Conn. (49)	8/14/52 Unknown	....
WTVF (TV) Buffalo, N. Y. (*23)	7/24/52 Unknown	....
Buffalo - Niagara Television Corp., Buffalo, N. Y. (59)	12/23/52 Unknown	....
WBUF (TV) Buffalo, N. Y. (17)	12/18/52 4/1/53	....
KOPR-TV Butte, Mont. (4)	1/15/53 Unknown	ABC Hollingbery
WCSC-TV Charleston, S. C. (5)	10/30/52 4/1/53	.... Free & Peters
WOUC (TV) Chattanooga, Tenn. (49)	8/21/52 Unknown	.... McGillvra
WTVT (TV) Chattanooga, Tenn. (43)	8/21/52 Unknown	....
KFBC-TV Cheyenne, Wyo. (5)	1/23/53	....
WHFC-TV Chicago, Ill. (26)	1/8/52 Unknown	....
KKTV (TV) Colorado Springs, Col. (11)	11/28/52 ‡12/7/52	ABC, CBS DuM ....
KRDO-TV Colorado Springs, Col. (13)	11/20/52 April	.... McGillvra
U. of Mo., Columbia, Mo. (8)	1/15/53 July	....
WCOS-TV Columbia, S. C. (25)	9/18/52 March	.... Headley-Reed
WNOK-TV Columbia, S. C. (67)	9/18/52 April	CBS, DuM Raymer
UHF TV Co., Dallas, Tex. (23)	1/15/53 Unknown	....
WDAN-TV Danville, Ill. (24)	12/10/52 Unknown	.... Everett-McKinney
WBTM-TV Danville, Va. (24)	12/18/52 Unknown	....
WIFE (TV) Dayton, Ohio (22)	11/26/52 July	.... Headley-Reed
WTVP (TV) Decatur, Ill. (17)	11/20/52 Unknown	....
KBTV (TV) Denver, Col. (9)	7/11/52 10/2/52	CBS, ABC Free & Peters
KDEN (TV) Denver, Col. (26)	7/11/52 Spring 1953	....
KFEL-TV Denver, Col. (2)	7/11/52 ‡7/18/52	NBC, DuM Blair-TV Inc.
KIRV (TV) Denver, Col. (20)	9/18/52 Unknown	....
WFTV (TV) Duluth, Minn. (38)	10/24/52 3/1/53	....
WKAR-TV East Lansing, Mich. (60)	10/16/52 September	....
WEEX-TV Easton, Pa. (57)	12/18/52 Spring 1953	....
WTVE (TV) Elmira, N. Y. (24)	11/6/52 March	.... Forjoe
KEOP-TV El Paso, Tex. (13)	10/24/52 Early 1953	.... Avery-Knodel
KROD-TV El Paso, Tex. (4)	7/31/52 ‡12/14/52	CBS, DuM Taylor
KTSM-TV El Paso, Tex. (9)	8/14/52 ‡1/4/53	NBC Hollingbery
WSEE-TV Fall River, Mass. (46)	9/14/52 May	....
WDAY-TV Fargo, N. D. (6)	1/15/53 Unknown	NBC Free & Peters
KACY (TV) Festus, Mo. (14)	12/31/52 7/1/53	....
WTAC-TV Flint, Mich. (16)	11/20/52 Unknown	....
WCTV (TV) Flint, Mich. (28)	7/11/52 Early 1953	....
WFTL-TV Fort Lauderdale, Fla. 23)	7/31/52 4/1/53	.... Weed
WITV (TV) Fort Lauderdale, Fla. (17)	7/31/52 Unknown	....
KFSA-TV Fort Smith, Ark. (22)	11/13/52 5/1/53	....
WFMD-TV Frederick, Md. (62)	10/24/52 Unknown	....
KMJ-TV Fresno, Calif. (24)	9/18/52 5/1/53	.... Raymer
WTVS (TV) Gadsden, Ala. (21)	11/6/52 April	....
KGUL-TV Galveston, Tex. (11)	11/20/52 3/1/53	....
KTVR (TV) Galveston, Tex. (41)	11/20/52 Unknown	....
KFBB-TV Great Falls, Mont. (5)	1/15/53 Unknown	CBS Weed
WBAY-TV Green Bay, Wis. (2)	11/13/52	.... Weed
WCOG-TV Greensboro, N. C. (57)	11/20/52 Unknown	....
Greenville Television Co., Greenville, S. C. (23)	1/23/53	....
WHP-TV Harrisburg, Pa. (55)	9/25/52 May	.... Bolling
WTPA (TV) Harrisburg, Pa. (71)	12/31/52 Unknown	....
WAZL-TV Hazleton Pa. (63)	12/18/52 Unknown	.... Meeker
WEHT (TV) Henderson, Ky. (50)	11/20/52 Unknown	....
WHYN-TV Holyoke, Mass. (55)	7/11/52 Early 1953	.... Branham
KGMB-TV Honolulu, T. H. (9)	8/7/52 ‡12/1/52	CBS, ABC, NBC Free & Peters
KONA (TV) Honolulu, T. H. (11)	10/24/52 ‡11/22/52	DuM Forjoe
KUHT (TV) Houston, Tex. (*8)	8/21/52 Unknown	....
KNUZ-TV Houston, Tex. (39)	1/8/53 July	.... Forjoe
Uhf TV Co., Houston, Tex. (23)	1/8/53 Unknown	....
Hutchinson TV Inc, Hutchinson, Kan. (12)	1/8/53 Unknown	....
WHCU-TV Ithaca, N. Y. (20)	1/8/53 11/15/53	....
U. of N. Y., Ithaca, N. Y. (*14)	1/8/53 Unknown	....
WIBM-TV Jackson, Mich. (48)	11/20/52 Unknown	....
WJTV (TV) Jackson, Miss. (25)	9/11/52 ‡1/15/53	CBS, ABC, NBC, DuM Katz
WJTN-TV Jamestown, N. Y. (58)	1/23/53 Unknown	....
WARD-TV Johnstown, Pa. (56)	11/20/52 Unknown	.... Weed
WKMI-TV Kalamazoo, Mich. (36)	11/26/52 Unknown	....
Empire Coil Co., Kansas City, Mo. (25)	1/23/53	....
WKNY-TV Kingston, N. Y. (66)	1/23/53	Meeker ....
WFAM-TV Lafayette, Ind. (59)	12/23/52 5/1/53	.... Rambeau
WTAG (TV) Lake Charles, La. (25)	12/18/52 April-June	.... Adam Young
WONN-TV Lakeland, Fla. (16)	12/31/52 Unknown	....
KSWO-TV Lawton, Okla. (7)	12/4/52 March 1	.... Taylor
WIMA-TV Lima, Ohio (35)	12/4/52 Unknown	....
WLOK-TV Lima, Ohio (73)	11/20/52 3/15/53	.... H-R Reps
KFOR-TV Lincoln, Neb. (10)	10/16/52 4/1/53	.... Petry
KOLN-TV Lincoln, Neb. (12)	10/2/52 2/1/53	.... Weed
KRTV (TV) Little Rock, Ark. (17)	9/18/52 4/15/53	.... Pearson
KETV (TV) Little Rock, Ark. (23)	10/30/52 Unknown	....
KPIK (TV) Los Angeles (22)	12/10/52 9/1/53	....
KUSC-TV Los Angeles (*28)	8/28/52 Unknown	....
WKLO-TV Louisville, Ky. (21)	11/26/53 Spring 1953	....
WLOU-TV Louisville, Ky. (41)	1/15/53 Unknown	....
KCBD-TV Lubbock, Tex. (11)	10/9/52 March-April	.... Pearson
KDUB-TV Lubbock, Tex. (13)	10/9/52 ‡11/13/52	CBS, DuM Avery-Knodel
WLVA-TV Lynchburg, Va. (13)	11/13/52 2/8/53	.... Hollingbery
WWOD-TV Lynchburg, Va. (16)	11/6/52 Unknown	....
WKOW-TV Madison, Wis. (27)	1/8/53 July	.... Headley-Reed
Bartell Television Corp., Madison, Wis. (33)	1/23/53	....
KSAC-TV Manhattan, Kan. (*8)	7/24/53 Unknown	....
WMAC (TV) Massillon, Ohio (23)	9/4/52 4/1/53	....
WCOC-TV Meridian, Miss. (30)	12/23/52 Unknown	CBS ....
WALA-TV Mobile, Ala. (10)	11/26/52 ‡1/4/53	ABC, NBC Headley-Reed
WKAB-TV Mobile, Ala. (48)	8/7/52 ‡12/30/52	DuM, CBS Forjoe
KNOE-TV Monroe, La. (8)	12/4/52 4/1/53	.... H-R Reps
KFAZ (TV) Monroe, La. (43)	12/10/52 4/1/53	....
WCOV-TV Montgomery, Ala. 20)	9/18/52 March	.... Taylor
WLBC-TV Muncie, Ind. (49)	10/30/52 3/8/53	....
WTVM (TV) Muskegon, Mich. (35)	12/25/52 Unknown	....

MILESTONES

► TO MARK start of its 27th year of operation, WSIX Nashville, Tenn., signed a contract with local National Furniture Store for three across-the-board quarter-hour strips of local programming, all representing new business for the station and a new radio advertising policy for the store, according to Jim McKinney, WSIX program director.

► CELEBRATING its 20th year on the air last Friday was *The Lone Ranger* (ABC radio, Mon.-Wed.-Fri., 7:30-8 p.m. EST). Program is sponsored in 40 states by General Mills and in eight southern states by American Bakeries.

► SPECIAL anniversary dinner preceded the silver jubilee (25th) air celebration of *Chapel Echoes* on WICC Bridgeport, Conn., Jan. 18. Program was extended from usual half-hour to 60 minutes.

KOIN Portland, Ore.'s president, Howard Lane (l), pins Robert Hartzog, control room supervisor, and Board Chairman Ted Gamble congratulates Clyde Phillips (r), secretary-treasurer, for 20 years with the station in "10-20 Year Club" ceremonies. Honored for 10 years service were (not shown) Frances Pozzi, Margaret Mason and Gladys Johnson, orchestra musicians; Neck Taylor and Art White, technicians, and Ron Rule, announcer.

Location & Channel	Date Granted & Target for Start	Network Representative
WNA -TV Neenah, Wi (42)	12/23/52 Fall-1953	.... Clarke
WNB -TV New Bedfor Mass. (28)	7/11/52 Unknown	.... Walker
WKN TV New Britain, Con (30)	7/11/52 1/31/53	.... Bolling
WTLV TV) New Brunswi N. J. (*19)	12/4/52 Unknown	....
WKST-TV New Castle, Pa. (45)	9/4/52 February	....
WNLC TV New London, Co (26)	12/31/52 Aug. 1	.... Meeker
WGT (TV) New York Cit (*25)	8/14/52 Unknown	....
Regio l Television Cor , Northampton, Mas (36)	1/23/53	....
WOS -TV Oshkosh, Wi (48)	11/26/52 4/15/53	....
WPFA (TV) Pensacola, Fla (15)	11/13/52 June	.... Young
WEEK-TV Peoria, Ill. (43)	8/28/52 January	NBC Headley-Reed
WTVH-TV Peoria, Ill. (19)	12/18/52 Unknown	....
WIP-TV Philadelphia, Pa. (29)	11/26/52 Unknown	....
WTVQ (TV) Pittsubrgh, Pa. (47)	12/23/52 Unknown	.... Headley-Reed
WENS (TV) Pittsburgh, Pa. (16)	12/23/52 July-August	....
WKJF-TV Pittsburgh, Pa. (53)	1/8/53 Unknown	....
KPTV (TV) Portland, Ore. (27)	7/11/52 ‡9/19/52	NBC NBC Spot Sales
WEOK-TV Poughkeepsie, N. Y. (21)	11/26/52 Dec. 1953	....
KCSJ-TV Pueblo, Col. (5)	10/30/52 3/1/53	.... Avery-Knodel
KDZA-TV Pueblo, Col. (3)	11/18/52 2/1/53	....
WETV (TV) Raleigh, N. C. (28)	10/16/52 3/1/53	.... Avery-Knodel
KZTV (TV) Reno, Nev. (8)	12/23/52 March	....
WEEU-TV Reading, Pa. (33)	9/4/52 5/15/53	.... Headley-Reed
WHUM-TV Reading, Pa. (61)	9/4/52 2/1/53	CBS H-R Reps.
WROV-TV Roanoke, Va. (27)	9/18/52 January	ABC Burn-Smith
WSLS-TV Roanoke, Va. (10)	9/11/52 ‡12/11/52	NBC, CBS Avery-Knodel
KROC-TV Rochester, Minn. (10)	1/15/53 April	.... Meeker
WROH (TV) Rochester, N. Y. (*21)	7/24/52 Unknown	....
WTVO (TV) Rockford, Ill. (39)	9/11/52 April	NBC Weed
WKNX-TV Saginaw, Mich. (57)	10/2/52 March	.... Gill-Keefe & Perna
WJON-TV St. Cloud, Minn. (7)	1/23/53 May-June	.... Rambeau
KFEQ-TV St. Joseph, Mo. (2)	10/16/52 April	.... Headley-Reed
KSTL-TV St. Louis, Mo. (36)	1/15/53 April 15	....
WSUN-TV St. Petersburg, Fla. (38)	10/9/52 5/1/53	.... Weed
Salinas-Monterey TV Co., Salinas, Calif. (28)	1/15/53 Unknown	....
KGKL-TV San Angelo, Tex. (3)	12/18/52 Unknown	....
KTXL-TV San Angelo, Tex. (8)	11/26/52 Unknown	....
KITO-TV San Bernardino, Calif. (18)	11/6/52 Fall 1953	.... Hollingbery
WKAQ-TV San Juan, P. R. (2)	7/24/52 1954	.... Inter-American
WLEC-TV Sandusky, Ohio (42)	1/23/53 12/1/53	....
KEYT (TV) Santa Barbara, Calif. (3)	11/13/52 May	ABC, DuM CBS, NBC
Greer & Greer, Santa Fe, N. M. (2)	1/23/53	....
WGBI-TV Scranton, Pa. (22)	8/14/52 April	CBS Blair-TV Inc.
WTUV (TV) Scranton, Pa. (73)	8/14/52 Feb.-March	.... Cooke
KWTV (TV) Sioux City, Iowa (36)	10/30/52 Unknown	....
KVTV (TV) Sioux City (9)	11/20/52 4/1/53	CBS Katz
KELO-TV Sioux Falls S. D. (11)	11/20/52 3/1/53	.... Taylor
WSBT-TV South Bend, Ind. (34)	8/28/52 ‡12/22/52	NBC, CBS Raymer
KHQ-TV Spokane, Wash. (6)	7/11/52 ‡12/22/52	NBC, ABC Katz
KXLY-TV Spokane, Wash. (4)	7/11/52 1/20/53	CBS, DuM Walker, Pac. NW Bcstrs
WWLP (TV) Springfield, Mass. (61)	7/11/52 February	.... Hollingbery
KTTS-TV Springfield, Mo. (10)	10/9/52 March	CBS, DuM ....
Springfield TV Inc, Springfield, Mo. (3)	1/8/53 July	....
KTVU (TV) Stockton, Calif. (36)	1/8/53 September	.... Hollingbery
WHTV (TV) Syracuse, N. Y. (*43)	9/18/52 Unknown	....
KMO-TV Tacoma, Wash. (13)	12/10/52 5/1/53	.... Branham
KTNT-TV Tacoma, Wash. (11)	12/10/52	.... Weed
KCNA-TV Tucson, Ariz. (9)	12/18/52 Unknown	....
KOPO-TV Tucson, Ariz. (13)	11/13/52 2/1/53	....
KVOA-TV Tucson, Ariz. (4)	11/13/52 2/1/53	NBC Raymer
KANG-TV Waco, Tex. (34)	11/13/52 6/1/53	....
WHHH-TV Warren, Ohio (67)	11/6/52 Unknown	....
WATR-TV Waterbury, Conn. (53)	10/30/52 3/1/53	.... Rambeau
WWNY-TV Watertown, N. Y. (48)	12/23/52 Unknown	....
WIRK-TV West Palm Beach, Fla. (21)	12/18/52 Unknown	....
KFDX-TV Wichita Falls, Tex. (3)	12/18/52 3/18/53	....
KTVW (TV) Wichita Falls, Tex. (22)	11/6/52 April	....
KWFT-TV Wichita Falls, Tex. (6)	1/23/53 2/23/53	CBS Blair-TV
WBRE-TV Wilkes-Barre, Pa. (28)	10/2/52 ‡1/1/53	NBC Headley-Reed
WILK-TV Wilkes-Barre, Pa. (34)	10/2/52 2/1/53	ABC-DuM Avery-Knodel
WRAK-TV Williamsport, Pa. (36)	11/13/52 Unknown	....
KIMA-TV Yakima, Wash. (29)	12/4/52 March	.... Weed
KIT-TV Yakima, Wash. (23)	12/4/52 August	....
WNOW-TV York, Pa. (49)	7/11/52 April	DuM ....
WSBA-TV York, Pa. (43)	7/11/52 ‡12/22/52	ABC Radio-TV Reps
WFMJ-TV Youngstown, Ohio (73)	7/11/52 Early 1953	NBC Headley-Reed
WKBN-TV Youngstown, Ohio (27)	7/11/52 January	CBS, DuM ABC Raymer
WUTV (TV) Youngstown, Ohio (21)	9/25/52 Unknown	....
WHIZ-TV Zanesville, Ohio (50)	12/10/52 4/1/53	....

ACTIONS OF THE FCC

January 22 through January 28

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parenthesis)

FCC Broadcast Station Authorizations as of Dec. 31, 1952*

	AM	FM	TV
Licensed (on air)	2,371	576	98
CPs on air	20	40	31
Total on air	2,391	616	129
CPs not on air	133	14	144
Total authorized	2,624	630	273
Applications in hearing	162	4	65
New station requests	251	12	812
Facilities change requests	190	27	50
Total applications pending	943	196	925
Licenses deleted in Dec.	1	10	0
CPs deleted in Dec.	1	2	0

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* Does not include noncommercial educational FM and TV stations.

* * *

AM and FM summary through January 22

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,390	2,370	170	251	162
FM	614	575	53	9	4

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	60	138	198
Educational	2	9	11

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on Air	122	7	129

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	697	328	574	450	1,025[1]
Educational	19		5	14	19
Total	716	328	579	464	1,044

[1] One applicant did not specify channel.

[2] Includes 209 already granted.

* * *

Processing on city priority Gr. A-2 line has extended to city No. 181.

Processing on city priority Gr. B line has extended to city No. 186.

New TV Stations . . .

Actions by FCC

Northampton, Mass.—Regional TV Corp. Granted uhf Ch. 36 (602-608 mc); ERP 21.5 kw visual, 11.5 kw aural; antenna height above average terrain 950 ft., above ground 194 ft. Estimated construction cost $115,000, first year operating cost $185,000, revenue $185,000. Post Office address Hotel Bridgway, Springfield, Mass. Studio location Main and Center Streets. Transmitter location on Mt. Tom. Geographic coordinates 42° 14′ 55.5″ N. Lat., 72° 38′ 47″ W. Long. Transmitter and antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Jansky & Bailey, Washington. Principal stockholder is President and Treasurer **John S. Begley** (99% of voting stock, subscribed to 1,900 shares out of 2,900 shares of stock), also treasurer and 66⅔% owner of WACE Chicopee, Mass. **Regional Bcstg. Co.**, licensee of WACE, has subscribed to 1,000 shares out of 2,900 shares in Regional TV Corp. (BPCT-1455). City priority status: Gr. A-2, No. 177. Granted Jan. 23.

St. Cloud, Minn. — Granite City Bcstg. Co. (WJON). Granted vhf Ch. 7 (174-180 mc); ERP 23.5 kw visual, 12 kw aural; antenna height above average terrain 420 ft., above ground 466 ft. Engineering conditions. Estimated construction cost $200,600, first year operating cost $204,500, revenue $175,250. Post Office address 522 Lincoln Ave. SE. Studio and transmitter location 522 Lincoln Avenue SE. Geographic coordinates 45° 33′ 38″ N. Lat., 94° 08′ 05″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Arthur W. Scharfeld, Washington. Consulting engineer Charles B. Persons, Duluth, Minn. Principals include President **Max H. Lavine** (89.5%), Vice President **Frances H. Lavine** (0.5%), and Secretary-Treasurer **Roy H. Westman** (10%). (BPCT-1227). City priority status: Gr. A-2, No. 179. Granted Jan. 23.

Kansas City, Mo.—Empire Coil Co. Granted uhf Ch. 25 (536-542 mc); ERP 93 kw visual, 51 kw aural; antenna height above average terrain 390 ft., above ground 410 ft. Engineering condition. Estimated construction cost $303,400, first year operating cost $475,000, revenue $550,000. Post Office address 85 Beechwood Ave., New Rochelle, N. Y. Transmitter location at intersection of Broadway and 26th St. Geographic coordinates 39° 04′ 50″ N. Lat., 94° 35′ 20″ W. Long. Transmitter and antenna RCA. Legal counsel Lyon, Wilmer & Bergson, Washington. Consulting engineer Adler Communication Labs., New Rochelle, N. Y. Principals include President **Herbert Mayer** (45.2%). Vice President **Franklin Snyder**, Treasurer **Frances Mayer** (wife of Herbert Mayer), and **Herbert Mayer** and **Frances Mayer**, in trust for **Herbert Mayer Jr.** (9.6%) (minor son of Mr. and Mrs. Mayer). Applicant is licensee of WXEL (TV) Cleveland, permittee of KPTV (TV) Portland, Ore., and KDEN (TV) Denver, Col., and applicant for new TV station in St. Louis, Mo. (BPCT-1451). City priority status: Gr. B-4, No. 186. Granted Jan. 23.

Sante Fe, New Mexico—Greer & Greer. Granted vhf Ch. 2 (54-60 mc); ERP 54 kw visual, 27 kw aural; antenna height above average terrain 420 ft., above ground 600 ft. Comr. Frieda Hennock did not participate. Estimated construction cost $329,450, first year operating cost $150,000, revenue $200,000. Post Office address Lensic Building, Sante Fe, N. M. Transmitter location 2 mi. north of Sante Fe, New Mexico. Geographic coordinates 35° 42′ 45″ N. Lat., 105° 57′ 10″ W. Long. Transmitter RCA, antenna RCA.

Legal counsel I. E. Lambert, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include **E. John Greer** (50%) and **Saloma S. Greer** (50%), New Mexico and Colorado theatre operators. (BPCT-1266.) City priority status: Gr. A-2, No. 181. Granted Jan. 23.

Jamestown, N. Y.—James Bcstg. Co. (WJTN). Granted uhf Ch. 58 (734-740 mc); ERP 100 kw visual, 56 kw aural; antenna height above average terrain 720 ft., above ground 250 ft. Grant subject to condition that no construction be commenced until formal application to modify WJTN-FM antenna is filed and granted. Estimated construction cost $251,589, first year operating cost $93,500, revenue $84,000. Post Office address 110 West Third St., Jamestown, N. Y. Studio location 110 W. Third St. Transmitter location Oak Hill Rd., Frewsburg, N. Y. Geographic coordinates 42° 02′ 40″ N. Lat., 79° 05′ 00″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President-Treasurer **Jay E. Mason** (76.63%), Vice President **Simon Goldman** (17.97%), Secretary **Hugh V. N. Bodine** (.23%), **Mabel Mason** (4.59%). (BPCT-1176.) City priority status: Gr. A-2, No. 97. Granted Jan. 23.

Kingston, N. Y. — Kingston Bcstg. Corp. (WKNY). Granted uhf Ch. 66 (782-788 mc); ERP 25 kw visual, 13.5 kw aural; antenna height above average terrain 250 ft., above ground 436 ft. Engineering conditions. Estimated construction cost $171,825, first year operating cost $93,927, revenue $40,000. Post office address 17 Dunbar St., Keene, N. H. Studio and transmitter location, Plainfield St., Kingston, N. Y. Geographic coordinates 41° 56′ 48″ N. Lat., 73° 59′ 55″ W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Joseph K. Close** (0.99%), Vice President and General Manager **Robert M. Peebles** (1.46%), Treasurer **George W. Smith** (0.2%), **WKNE Corp.** (51.01%). (BPCT-1264.) City priority status: Gr. A-2, No. 178. Granted Jan. 23.

Wichita Falls, Tex.—Wichita Falls Television Inc. (KWFT). Granted vhf Ch. 6 (82-88 mc); ERP 22.5 kw visual, 11.5 kw aural; antenna height above average terrain 490 ft., above ground 495 ft. Estimated construction cost $264,215, first year operating cost $250,000, revenue $280,000. Post office address c/o Kenyon Brown, P. O. Box 420, Wichita Falls, Tex. Studio location to be determined. Transmitter location 2.5 mi. west of center of Wichita Falls. Geographic coordinates 33° 54′ 00″ N. Lat., 98° 32′ 25″ W. Long. Transmitter and antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Kenyon Brown,** vice president and 20% owner of KWFT; Vice President **John H. Rowley,** vice president and 40% owner of KWFT; Vice President **C. V. Jones,** Secretary **E. H. Rowley** and Treasurer **Frank M. Dowd,** secretary-treasurer of KWFT, **Rowley-Brown Bcstg. Co.,** licensee of KWFT, owns 100% of grantee. (BPCT-1309.) City priority status: Gr. A-2, No. 56. Granted Jan. 23.

Bellingham, Wash. — KVOS Inc. (KVOS). Granted vhf Ch. 12 (204-210 mc); ERP 16 kw visual, 8 kw aural; antenna height above average terrain 550 ft., above ground 305 ft. Estimated construction cost $82,500, first year operating cost $140,000, revenue $150,000. Post office address 1321 Commercial St., Bellingham, Wash. Studio and transmitter location 2074 Yew Rd. Geographic coordinates 48° 43′ 09″ N. Lat., 122° 26′ 43″ W. Long. Transmitter composite. Legal counsel Haley & Doty, Washington. Engineer, Ernest E. Harper, KVOS Chief Engineer. Principals include President **Rogan Jones** (90%) and Vice President **James W. Wallace Jr.** (10%). (BPCT-1242). City priority status: Gr. A-2, No. 138. Granted Jan. 23.

Madison, Wis.—Bartell Television Corp. (WOKY Milwaukee and WHFM Madison), uhf Ch. 33 (584-590 mc); ERP 16.5 kw visual, 9.3 kw aural; antenna height above average terrain 430 ft., above ground 490 ft. Engineering condition. Estimated construction cost $137,285, first year operating cost $180,000, revenue $185,000. Post office address 710 North Plankington Ave., Milwaukee 3, Wis. Studio and transmitter location 3.5 mi. SW of downtown Madison at intersection of West Belt Line and NW Railroad. Geographic coordinates 43° 02′ 10″ N. Lat., 89° 24′ 55″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Lee K. Beznor, Milwaukee, Wis. Consulting engineer Ralph E. Evans, Milwaukee. Principals include President **Gerald A. Bartell** (16.6%), WOKY; Vice President **Earl W. Fessler** (16.6%), licensee of WHFM (FM); Secretary-Treasurer **Lee K. Beznor** (26.3%), WOKY, and **David Beznor** (40%), WOKY. (BPCT-1484.) City priority status: Gr. A-2, No. 30. Granted Jan. 23.

Cheyenne, Wyo.—Frontier Bcstg. Co. (KFBC). Granted Ch. 5 (76-82 mc); ERP 5.2 kw visual, 2.6 kw aural; antenna height above average terrain 190 ft., above ground 343 ft. Engineering condition. Estimated construction cost $238,600, first year operating cost $100,000, revenue $95,000. Post office address Plains Hotel, Cheyenne, Wyo. Studio and transmitter location between Evans and Van Lennen on Third St. Geographic coordinates 41° 07′ 22″ N. Lat., 104° 48′ 06″ W. Long. Transmitter and antenna RCA. Consulting engineer Robert C. Pfannenschimid. Principals include President **Robert S. McCracken** (22%) owner of Cheyenne Newspapers Inc., Vice President **W. A. Corson** (18%) and Treasurer **William C. Grove** (16%). **Cheyenne Newspapers Inc.** *(Wyoming State Tribune* and *Eagle)* owns 66% of applicant (BPCT-771). City priority status: Gr. A-2, No. 151. Granted Jan. 23.

Applications

Pine Bluff, Ark.—Arkansas Television Co., vhf Ch. 7 (174-180 mc); ERP 50.5 kw visual, 27.2 kw aural; antenna height above average terrain 540 ft., above ground 570 ft. Estimated construction cost $350,500, first year operating cost $120,000, revenue $150,000. Post office address 6410 Dykes Way, Dallas, Tex. Studio and transmitter location at intersection of Bay St. and 7th Ave., on SW corner. Geographic coordinates 34° 13′ 20″ N. Lat., 92° 02′ 28″ W. Long. Transmitter and antenna GE. Legal counsel Lee Shipp, Dallas, Tex. Consulting engineer Guy C. Hutcheson, Arlington, Tex. **Gaylord Shaw,** sole owner of applicant, is ⅓ owner of S & E Contractors and Southern Oaks Shopping Center, and president and 98% owner of Buckner Park Shopping Center. City priority status: Gr. A-2, No. 119.

San Jose, Calif.—John A. Vietor Jr., uhf Ch. 48 (674-680 mc); ERP 112.2 kw visual, 60.3 kw aural; antenna height above average terrain 2,560 ft., above ground 110 ft. Estimated construction cost $216,530, first year operating cost $255,000, revenue $275,000. Post office address 6210 Camino de la Costa, La Jolla, Calif. Studio location to be determined. Transmitter location on Peak Loma Prieta, 11 mi. SE of Los Gatos, Calif., in Santa Cruz mountains. Geographic coordinates 37° 06′ 41″ N. Lat., 121° 50′ 37″ W. Long. Transmitter and antenna RCA. Legal counsel Laidler MacKall, Washington. Consulting engineer L. N. Papernow, San Diego, Calif. **John A. Vietor Jr.,** sole owner of applicant, is vice president and 3.33% owner of T. B. C. Television Inc. (applicant for new TV station in San Diego, Calif.), general partner in Vietor-Klapper Housing (home construction), La Jolla, columnist for *The Archive* and associated papers, Downingtown, Pa., and author and writer of novels and non-fiction. City priority status: Gr. B-3, No. 174.

Jacksonville, Fla.—Duval TV Bcstrs. Inc., uhf Ch. 30 (566-572 mc); ERP 200 kw visual, 108.6 kw aural; antenna height above average terrain 600 ft., above ground 633 ft. Estimated construction cost $327,900, first year operating cost $200,000, revenue $196,520. Post office address P. O. Box 4487, Jacksonville, Fla. Studio and transmitter location in Graham Bldg., southeast corner of Forsyth and Laura Streets. Geographic coordinates 30° 19′ 37.16″ N. Lat., 81° [illegible] 35.01″ W. Long. Transmitter and antenna RCA. Legal counsel Adair, Kent, Ashby & Grenshaw, Jacksonville, Fla. Consulting engineer Rudolph M. Chamberlin, Gainesville, Fla. Principals include **Fred H. Kent** (15%), Jacksonville (Fla.) attorney, partner in law firm of Adair, Kent, Ashby & Grenshaw and 60% owner of Main St. Drive-In Theatre Inc., Jacksonville (other 40% of theatre owned by Mrs. Kent), and **Rudolph M. Chamberlin** (10%), president, treasurer and 37% owner of WGGG Gainesville, Fla. **Graham Bldg. Inc.** owns remaining 75% of applicant (principals in Graham Bldg. Inc. not indicated). City priority status: Gr. B-4, No. 196.

Jacksonville, Fla.—Gulfport Bcstg. Co. (WEAR Pensacola, Fla.), uhf Ch. 36 (602-608 mc); ERP 169 kw visual, 91 kw aural; antenna height above average terrain 555 ft., above ground 675 ft. Estimated construction cost $461,054, first year operating cost $320,000, revenue $314,000. Post office address 2nd and Hyer Streets, Pensacola, Fla. Studio location to be determined. Transmitter location on SE corner at intersection of June St. and San Marco Blvd. Geographic coordinates 30° 19′ 04″ N. Lat., 81° 39′ 38″ W. Long. Transmitter and antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Charles W. Smith** (51%), Executive Vice President and Secretary-Treasurer **Mel Wheeler** (25%), Vice President **F. M. Turner Jr.** (12%) and Vice President **A. C. Johnson** (12%). Applicant is licensee of WEAR Pensacola and applicant for new TV station there (BPCT-863). City priority status: Gr. B-4, No. 196.

Tarpon Springs, Fla.—WBOY Inc. (WBOY), uhf Ch. 32 (578-584 mc); ERP 257.1 kw visual, 151.36 kw aural); antenna height above average terrain 390 ft., above ground 400 ft. Estimated construction cost $212,150, first year operating cost $150,000, revenue $180,000. Post office address Box 276, Tarpon Springs, Fla. Studio and transmitter location 2.3 mi. SE of Tarpon Springs on U. S. 19, 1.8 mi. south of Tarpon Ave. and Route 19 junction, at site of WBOY (AM). Geographic coordinates 82° 44′ 24″ N. Lat., 28° 07′ 16″ W. Long. Transmitter and antenna GE. Legal counsel Clement & Clement, Tarpon Springs. Consulting engineer Gail D. Griner, Tarpon Springs. Principals include General Manager **A. H. Turner** (26%), Station Manager **Gail D. Griner** (25%), **F. Beauregard** (25%), **Oscar Carlson** (6%), **Noel Walker** (6%), **H. Griner** (6%) and **Rev. D. Baughey** (6%). Applicant is licensee of WBOY. City priority status (for Clearwater, Fla.): Gr. A-2, No. 352.

Atlanta, Ga. — Board of Regents, University System of Georgia, for Georgia Institute of Technology (WGST), uhf Ch. 36 (602-608 mc); ERP 245.5 kw visual, 128.82 kw aural; antenna height above average terrain 500 ft., above ground 540 ft. Estimated construction cost $208,000, first year operating cost $125,000, revenue $150,000. Post office address P. O. Box 674, Atlanta 1, Ga. Studio and transmitter location Fowler at 8th St., 0.5 mi. SW of WAGA-TV transmitter. Geographic coordinates 33° 46′ 47.5″ N. Lat., 84° 23′ 31″ W. Long. Transmitter and antenna GE. Legal counsel Arnold, Fortas & Porter, Washington. Consulting engineer Ben Akerman, Atlanta, Ga. Principals include Board of Regents, University System of Georgia. Broadcast affairs of the Board of Regents are administered by Radio Committee, appointed by the Board, and including: Chairman **Frank M. Spratlin,** Atlanta, **Rutherford L. Ellis** and **John J. McDonough,** vice chairman of Board of Regents. City priority status: Gr. B-2, No. 166.

Pocatello, Idaho—Eastern Idaho Bcstg. & Television Co. (KWIK), vhf Ch. 10 (192-198 mc); ERP 2.6 kw visual, 1.56 kw aural; antenna height above average terrain 875 ft., above ground 90 ft. Estimated construction cost $107,700, first year operating cost $92,100, revenue $115,000. Post office address Bannock Hotel, Pocatello, Idaho. Auxiliary studios in Bannock Hotel, Pocatello. Main studio and transmitter location 3.5 mi. west of Pocatello atop un-named mountain peak. Geographic coordinates 42° 52′ 26″ N. Lat., 112° 30′ 47″ W. Long. Transmitter composite, antenna RCA or equivalent. Legal counsel John H. Midlen, Washington. Consulting engineer Grant R. Wrathall, Aptos, Calif. Principals include President **James M. Brady** (no stock ownership, but designated to vote stock owned by J. Robb Brady Trust Co. amounting to 41⅔%), president of KWIK Pocatello and general manager of KIFI Idaho Falls, Idaho, treasurer of KLIX Twin Falls, Idaho, secretary and 20% owner of J. Robb Brady Trust Co., Idaho Falls, vice president of Idaho Falls Publishing Co. (*Eastern Idaho Farmer*, a weekly farm newspaper), Idaho Falls, president and 0.2% owner of Idaho Falls Television Inc. (applicant for new TV station in Idaho Falls) and secretary of Idaho Falls Baseball Club (member of Pioneer League); Vice President **Edwin F. McDermott** (8⅓%), vice president and 8.3% owner of KWIK and KIFI, 16.67% owner of Idaho Falls Television Inc., president, general manager and 20% owner of The Post Co. (*The Post Register*, daily news-

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pape Idaho Falls, and president of Idaho Falls Base ll Club; Secretary-Treasurer **Frank C. Carn n** (12½%), general manager and 25% own of KUTA Salt Lake City, president and 25% wner of KGEM Boise, Idaho, president and ½% owner of KLIX, secretary, treasurer and ½% owner of KWIK and KIFI, president and .75% owner of KOPR Butte, Mont., president nd 50% owner of Utah Bcstg. & Televisio Corp. (applicant for new TV station in Salt ake City, Utah), president and 22% owner of R ky Mountain Bcstg. System (radio time sales gency), Salt Lake City, and 20% owner of Griff , Cornall & Carmen Inc. (general contract s), Salt Lake City; **David G. Smith** (12½), 25% owner of KUTA, vice president and ½% owner of KWIK, KIFI and KLIX, treas er and 16.75% owner of KOPR, 50% owner of U h Bcstg. & Television Corp., owner of shee and cattle ranches and proprietorship inter t in oil leases and oil wells in Utah; **Gran R. Wrathall** (12½%), radio and television cons ting engineer, Aptos, Calif., 25% owner of K TA, 12½% owner of KWIK, KIFI and KLI , owner of KPOO San Francisco, 29.8% own of KULE Ephrata, Wash., 50% owner of Salin s-Monterey Television Co. (hold CP for new Salinas TV station), Salinas, Calif., and 50% wner of Utah Bcstg. & Television Corp.; **Edna O. McCrea** (6¼%), 12½% owner of KUTA, 6¼% owner of KWIK, KIFI and KLIX, 8.375% owne of KOPR and 25% owner of non-voting stock of Utah Bcstg. & Television Corp., and, as Guardian of Estate of Sharon Lee Powers, Minor, Edna O. McCrea controls another 6¼% of applicant. **J. Robb Brady Trust Co.** (41⅔%), owns 78.75% interest in *The Post Register*, owns 41.67 of KWIK and KIFI, owns 50% of KWIK, owns 83.29% of Idaho Falls Television Inc. and owns 50% interest in S. E. Brady Real Estate (33 acres of land), Pocatello, Idaho. James M. Brady, president of applicant (see above) owns 20% of J. Robb Brady Trust Co. City priority status: Gr. A-2, No. 195.

Ottumwa, Iowa—Ottumwa Telecasting Corp., uhf Ch. 15 (476-482 mc); ERP 92.4 kw visual, 58.7 kw aural; antenna height above average terrain 400 ft., above ground 350 ft. Estimated construction cost $221,150, first year operating cost $181,190, revenue $198,000. Post office address 2655 North Court Road, Ottumwa, Iowa. Studio and transmitter location 2655 North Court Road. Geographic coordinates 41° 03′ 08″ N. Lat., 92° 24′ 45″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Roy Lee Phillippe** (96%), 50% partnership interest in Royal Vault Mfg. Co. (mfr. of metal burial vaults), Ottumwa, Iowa; Vice President **Gene W. Phillippe** (2%), 50% partnership interest in WKID Urbana, Ill., and Secretary **Mildred Swenson Phillippe** (2%), wife of Roy L. Phillippe. City priority status: Gr. A-2, No. 141.

St. Louis, Mo.—St. Louis Educational Television Commission, vhf Ch. 9 (186-192 mc); ERP 53.6 kw visual, 26.8 kw aural; antenna height above average terrain 640 ft., above ground 625 ft. Estimated construction cost $303,950, first year operating cost $200,000, no revenue. Post office address c/o Martin, Peper & Martin, 407 North Eighth St., St. Louis 1, Mo. Studio location on Washington U. campus. Transmitter location 3621 Olive St. Geographic coordinates 38° 38′ 18″ N. Lat., 90° 14′ 00″ W. Long. Transmitter and antenna RCA. Legal counsel Martin, Peper & Martin, St. Louis. Consulting engineer Fred O. Grimwood & Co., St. Louis. Principals include Chairman **Arthur H. Compton,** chancellor of Washington U.; Vice Chairman **Raymond H. Wittcoff,** Caradine Hat Co. (hat mfr.), St. Louis; Secretary-Treasurer **Malcolm W. Martin,** attorney with Martin, Peper & Martin, St. Louis, and 25% owner of Zeno Investment Co. (real estate holding), St. Louis; **Philip J. Hickey,** superintendent of instruction, St. Louis Public Schools, and **Very Rev. Paul C. Reinert, S. J.,** president of St. Louis U., WEW (AM) and St. Louis Telecast. Thirteen trustees are appointed on non-partisan basis through nominations made by chief executive officers of public and private school systems of St. Louis metropolitan area and the recognized colleges and universities within the area; from those nominated nine trustees will be made by St. Louis mayor and four by St. Louis County supervisors. Financial support will be provided by principal school systems and two universities of metropolitan area. City priority numbers not applicable to applicants for noncommercial, educational facilities.

Sedalia, Mo.—Milton J. Hinlein (KDRO), vhf Ch. 6 (82-88 mc); ERP 6.35 kw visual, 3.18 kw aural; antenna height above average terrain 360 ft., above ground 320 ft. Estimated construction cost $137,850, first year operating cost $193,000, revenue $225,000. Post office address c/o KDRO Sedalia, Mo. Studio and transmitter location on West Broadway at State Fair Blvd., at site of KDRO-AM-FM. Geographic coordinates 38° 42′ 20″ N. Lat., 93° 15′ 13″ W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. **Milton J. Hinlein,** sole owner of applicant, is licensee of KDRO-AM-FM (BR-1012). City priority status: Gr. A-2, No. 253.

Las Vegas, Nev.—*Las Vegas Sun*, vhf Ch. 8 (180-186 mc); ERP 2.726 kw visual, 1.363 kw aural; antenna height above average terrain 230 ft., above ground 337 ft. Estimated construction cost $69,800, first year operating cost $102,000, revenue $160,000. Post office address P. O. Box 1112, Las Vegas, Nev. Studio and transmitter location 900 Main St. Geographic coordinates 36° 09′ 42″ N. Lat., 115° 09′ 14″ W. Long. Transmitter and antenna RCA. Consulting engineer Robert M. Silliman, Washington. **Herbert M. Greenspun,** sole owner of applicant, is sole owner of *Las Vegas Sun* (daily newspaper). City priority status: Gr. A-2, No. 209.

Minot, N. D. — North Dakota Bcstg. Co. (KCJB) [resubmitted; earlier application for vhf Ch. 10 dismissed by applicant], vhf Ch. 13 (210-216 mc); ERP 28.6 kw visual, 14.3 kw aural; antenna height above average terrain 420 ft., above ground 415 ft. Estimated construction cost $140,000, first year operating cost $96,000, revenue $120,000. Post office address KCJB Minot, N. D. Studio and transmitter location on U. S. Highway 83, 1½ mi. south of Minot city limits, at transmitter site of KCJB (AM). Geographic coordinates 48° 11′ 57″ N. Lat., 101° 17′ 37″ W. Long. Transmitter and antenna RCA. Legal counsel Prince, Taylor & Crampton, Washington. Consulting engineer Lloyd C. Amoo, Des Moines, Iowa. Principals include President **John W. Boler** (3.7%), president, general manager and owner of controlling interest of KCJB and sole owner of KSJB Jamestown, N. D.; Secretary **John Hjellum** (0.2%), partner in Jamestown (N. D.) law firm of Rittgers, Hjellum & Weiss; **Merrel T. Elbery** (3.9%), farmer, and **Mary Frances Boler** (1.5%), housewife. **Jamestown Bcstg. Co.,** licensee of KSJB, owns 85% of applicant; Mr. Boler is president and treasurer of Jamestown Bcstg. Co. City priority status: Gr. A-2, No. 232.

Hattiesburg, Miss. — Hattiesburg Television (WFOR and WHSY), vhf Ch. 9 (186-192 mc); ERP 11.2 kw visual, 5.9 kw aural; antenna height above average terrain 340 ft., above ground 370 ft. Estimated construction cost $119,970, first year operating cost $75,000, revenue $140,000. Post office address P. O. Box 1008, Hattiesburg, Miss. Studio and transmitter location near intersection of West 7th St. and 25th Ave., at site of WFOR (AM) and WRFM (FM). Geographic coordinates 31° 20′ 03″ N. Lat., 89° 19′ 08″ W. Long. Transmitter and antenna RCA. Legal counsel W. E. James, Montgomery, Ala. Consulting engineer C. I. Shelkofsky, Montgomery, Ala. Principals include general partners **Charles W. Holt** (¼), ⅓ owner of WHSY Hattiesburg; **Dave A. Mattison Jr.** (¼), ½ owner of WHSY, ¼ owner of WAML Laurel, Miss., ½ owner of Dairy Queen (manufacture and sale of ice milk products) and ¼ owner of Fine Bros. (clothing store), Hattiesburg and Laurel; **Charles Wright Jr.** (¼), owner of 100 out of 550 shares of WFOR and WRFM (FM) Hattiesburg, and **Charles Wright Sr.** (¼), owner of 335 out of 550 shares of WFOR and WRFM (FM). City priority status: Gr. A-2, No. 173.

Sharon, Pa.—Sharon Herald Bcstg. Co. (WPIC), uhf Ch. 39 (620-626 mc); ERP 15.5 kw visual, 7.75 kw aural; antenna height above average terrain 410 ft., above ground 540 ft. Estimated construction cost $199,750, first year operating cost $117,000, revenue $117,000. Post office address P. O. Box 541 (2030 Pine Hollow Blvd.), Sharon, Pa. Studio and transmitter location 2030 Pine Hollow Road, at site of WPIC-AM-FM. Geographic coordinates 41° 13′ 10″ N. Lat., 80° 28′ 25″ W. Long. Transmitter and antenna RCA. Legal counsel George O. Sutton, Washington. Consulting engineer A. C. Heck, Sharon, Pa. Principals include President and General Manager **John Fahnline Jr.** (38.4%), Vice President **A. E. McDowell** (38.4%), Secretary-Treasurer **George E. Heiges** (9.6%), Assistant Secretary-Treasurer **A. E. Heiges** (9.6%) and six other stockholders with less than 1.2% interest each. City priority status: Gr. A-2, No. 192.

Camden, S. C.—Camden Bcstg. Corp. (WACA), uhf Ch. 14 (470-476 mc); ERP 78.2 kw visual,

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44.3 kw aural; antenna height above average terrain 550 ft., above ground 560 ft. Estimated construction cost $151,400, first year operating cost $75,000, revenue $80,000. Post office address WACA, Camden, S. C. Studio and transmitter location on U. S. 1, 4 mi. SW of Camden, at junction of State Route 213, at NE corner of intersection. Geographic coordinates 34° 13′ 50″ N. Lat., 80° 40′ 45″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel A. L. Stein, Washington. Consulting engineer William E. Benns Jr., Washington. Principals include President **Haygood S. Bowden** (30.9%), owner of Western Auto Assoc. Store (retail appliances and accessories), Camden, S. C.; Vice President **Thomas J. Richards** (2%), vice president and general manager of WACA; Secretary **Harold W. Funderburk** (8%), Camden (S. C.) attorney; **Woodrow R. Bowden** (15%), employe in May Plant, duPont Co., and 13 others with less than 3% interest each. City priority status: Gr. A-2, No. 706.

Passed-Over TV Applications

FOLLOWING is a list of mutually exclusive TV applications passed over by FCC pursuant to FCC action Sept. 17, 1952 [B•T, Sept. 22, 1952], effective Oct. 15, 1952, suspending processing of these applications in order to expedite uncontested TV applications (list issue Jan. 23):

Applicant	Location	Ch.
Group A		
Winston-Salem Bcstg. Co.	Durham	46
T. E. Allen & Sons Inc.	Durham	46
Central South Sales Co.	Pine Bluff	7
Ark. Television Co.	Pine Bluff	7
Polan Industries	Parkersburg	15
W. Va. Enterprises Inc.	Parkersburg	15
Odessa Television Co.	Odessa	7
Ector County Bcstg. Co.	Odessa	7
Fairmont Bcstg. Co.	Fairmont	35
Americus Corp.	Fairmont	35
Group B		
Loyola University	New Orleans	4
Times Picayune Pub. Co.	New Orleans	4
James A. Noe	New Orleans	4
New Orleans Television Co.	New Orleans	20
WSMB Inc.	New Orleans	20
Community Television Co.	New Orleans	61
Supreme Bcstg. Co.	New Orleans	61
Fisher's Blend Station Inc.	Seattle	4
Queen City Bcstg. Co. Inc.	Seattle	4
KXA Inc.	Seattle	7
Mount Rainier Radio & Television Bcstg. Corp.	Seattle	7
KCMO Bcstg. Co.	Kansas City	5
KCKN Bcstg. Co. (Kansas City, Kan.)	Kansas City	5
Midland Bcstg. Co.	Kansas City	9
WHB Bcstg. Co.	Kansas City	9

Existing TV Stations . . .

Actions by FCC

WGN-TV Chicago, Ill.—WGN Inc. Granted authorization to increase power to 316 kw visual, 160 kw aural; antenna height above average terrain 600 ft. Granted Jan. 26.

WEEK-TV Peoria, Ill.—West Central Bcstg. Co. Granted special temporary authorization to operate transmitter output power of 100 w visual, 60 w aural, from Jan. 27 to July 27, 1953. Granted Jan. 26.

WABI-TV Bangor, Me.—Community Bcstg. Service. Granted special temporary authorization to operate on commercial basis from Jan. 25 to July 25, 1953 [B•T, Jan. 26]. Granted Jan. 23.

WBNS-TV Columbus, Ohio — The Dispatch Printing Co. Granted authorization to operate with 93 kw visual, 56 kw aural, antenna height above average terrain 450 ft. Granted Jan. 28.

New AM Stations . . .

Actions by FCC

Kinston, N. C.—Edwin J. Schuffman. Granted 1230 kc, 100 w fulltime, antenna height 150 ft.; engineering conditions. Comr. E. M. Webster dissented. Estimated construction cost $18,392, first year operating cost $42,500, revenue $47,000. **Edwin J. Schuffman,** sole owner of grantee, was program director and 10% owner of WELS Kinston, N. C., until June 1, 1952, and is 1/3 owner of Schuffman's Furniture Store, New Castle, Ind. (BP-8438.) Granted Jan. 26.

Emporium, Pa.—Bucktail Bcstg. Corp. Granted 980 kc, 500 w daytime, antenna height 235 ft.; engineering conditions including acceptance of interference from WILK (as proposed in BML-1483). Estimated construction cost $18,290, first year operating cost $48,000, revenue $60,000. Principals include **Leo J. Grimone** (8%), 1/3 owner of Grimone's (retail furniture and appliances), Emporium, Pa.; Vice President **Frank Grimone** (8%), 1/3 owner of Grimone's; Secretary-Treasurer **Anthony J. Grimone** ([illegible]), 1/3 owner of Grimone's; **Robert Bergdahl** (8[illegible]), electronic engineer for Sylvania Electric Products Inc., Emporium; **Frank Berman** (8%), manager of Sylvia's (ladies ready-to-wear retailer), Emporium; **Kenneth Miglicio,** owner of Cabin Kitchen (restaurant), Emporium; **James [illegible] Klees** (8%), acting president since 1946 of Emporium Press Independent (publishing), Emporium, and **Bird Carson** (8%), general manager of [illegible]ramer Supply Co. (building supplies), Emporium. (BP-8247.) Granted Jan. 26.

Park Falls, Wis.—Radio Station WIGM Inc. Granted 1450 kc, 100 w fulltime; engineering conditions. Estimated construction cost $14,000, first year operating cost $36,000, revenue $48,000. Principals include President **Charles Nelson** (33 1/3%), Vice President **Lucie Spence Murphy** (10%), Secretary-Treasurer **Harold R. Murphy** (46 2/3%) and **Harvey J. Kitz** (10%). Applicant is licensee of WIGM Medford, Wis. (BAL-1310.) (BP-8544.) Granted Jan. 26.

Applications

Ville Platte, La.—Ville Platte Bcstg. Co., 1050 kc, 250 w daytime; antenna height 227 ft. Estimated construction cost $18,890, first year operating cost $20,000, revenue $30,000. Principals include President **Lionel B. Deville** (15%), president, manager and 10% owner of G. J. Deville Lumber Co., Ville Platte, and 1/3 owner of Guillory, Guillory & Deville Rice Drier, Chatagnier, La.; Vice President **Thomas A. DeClouet** (20%), 25% owner of KLFY Lafayette, La., and KEUN Eunice, La., and sweet potato broker; Vice President **Paul H. DeClouet** (20%), 25% owner of KLFY and KEUN and sweet potato broker; Secretary-Treasurer **Vincent L. Riehl** (15%), 20% owner of KEUN and managing partner in building supply firm, Eunice; **Dr. Roland Fink** (15%), optometrist in Eunice and Ville Platte, 20% owner of KEUN and partner in building supply firm, and **Joseph Riehl** (15%), 10% owner of KEUN, partner in building supply firm and dean of administration, Southwestern La. Institute, Lafayette. Filed Jan. 27.

Tupelo, Miss.—Lee Bcstg. Co., 1380 kc, 1 kw daytime; antenna height 200 ft. Estimated construction cost $8,500, first year operating cost $20,000, revenue $35,000. Principals include **W. I. Dove** (40%), owner of *Jefferson Valley Star*, Tarrant, Ala., and 36% owner of Union News Inc., Jasper, Ala.; **E. O. Roden** (30%), sole owner of WBIP Booneville, Miss., 62% owner of Union News Inc. and 50% owner of 45 Drive-In Theatre, Booneville; **Vernon K. Wroten** (20%), chief engineer for WBIP Booneville, and **Robert L. McVay** (10%), employed in Firestone (dealer) store, Tupelo, Miss. Filed Jan. 28.

Existing AM Stations . .

Actions by FCC

KTLN Denver, Col. — KTLN Inc. Granted change from 1150 kc, 1 kw-D, to 1280 kc, 5 kw fulltime, DA-2, four tower array, each tower 197 ft. above ground; engineering conditions. Estimated cost change $62,330, first year operating cost $150,000, revenue $218,850. (BP-8440.) Granted Jan. 26.

WDUN Gainesville, Ga. — Northeast Georgia Bcstg. Co. Granted change from 1400 kc to 1240 kc, 250 w fulltime, antenna height 155 ft.; conditions including provision that program tests will not be authorized until WGGA Hainesville is authorized program tests on another frequency, and that WDUN not be licensed on 1240 kc until WGGA license on 1240 kc is terminated. Estimated cost of change not indicated. (BP-8538.) Granted Jan. 26.

WLON Lincolnton, N. C. — Lincoln County Bcstg. Co. Granted CP to replace expired CP (BP-8243) which authorized new AM station on 1270 kc, 500 w-D, subject to original conditions. Application for mod. CP of BP-8243 was delayed because National Broadcasters Service, permittee's consulting engineers, failed to obtain necessary engineering for data, and fact that permittee experienced difficulty in obtaining clear title to desirable site location. (BP-8693.) Granted Jan. 26.

WILK Wilkes-Barre, Pa. — Wyoming Valley Bcstg. Co. Granted change from DA-DN to DA-N on 980 kc, 5 kw-LS, 1 kw-N, DA-N; engineering conditions. (BML-1483.) Granted Jan. 26.

Ownership Changes . . .

Actions by FCC

WOOF Dothan, Ala. — Dowlander Bcstg. Co. Granted assignment of license from R. A. Dowling Jr. to Agnes W. Dowling, trustee of WOOF trust. No monetary consideration. (BAL-1458.) Granted Jan. 28.

WKRG-AM-FM Mobile, Ala.—Giddens & Rester. Granted assignment of license from Kenneth R. Giddens and T. J. Rester to Kenneth R. Giddens (who merely retains 50% interest), T. J. Rester Jr. and Shirley Rester, d/b as Giddens & Rester Radio. The two Resters each pay

$5,00 for 25% interest. (BAL-1489, BALH-117.) Gra ed Jan. 28.

W A Montgomery, Ala.—Montgomery Bcstg. Co. ranted acquisition of negative control by R. F Hudson, H. S. Durpen and D. E. Dunn for $100 . Howard F. Pill sells 25% of his interest. TC-1437.) Granted Jan. 28.

W R-AM-FM-TV Jacksonville, Fla.—Florida Bcst Co. Granted transfer of control from Ed Nort , Frank M. King and Glenn Marshall Jr. to T **Washington Post Co.** for $2,470,000 cash. Prin als in transferee include Chairman of the Boar **Eugene Meyer,** President and Publisher **Phili L. Graham** and Vice President **John S. Haye** who also is president of WTOP Inc., licens of WTOP-AM-FM-TV Washington (of whic The Washington Post Co. owns 55% and CBS). Transferee is publisher of *The Washingt* (D. C.) *Post* (daily and Sunday morning news per), and is borrowing $2 million from Rigg National Bank, Washington, in order to effec cash purchase of Florida Bcstg. Co. (BTC-1433. Granted Jan. 28.

WI V (TV) Atlanta, Ga.—Broadcasting Inc. Gran d transfer of control from John O. Chiles, et al to **Crosley Bcstg. Corp.** through sale of 100,82 shares of common stock and 72,000 shares of preferred stock (100%) for $1,500,000. Principals of Crosley Bcstg. Corp. include Chairman of the Board **James D. Shouse,** President **R. E. Dunville,** Secretary **R. S. Pruitt,** Vice President and Treasurer **K. T. Murphy,** Vice President **R. J. Rockwell,** Vice President **William P. Robinson** and Vice President **John T. Murphy.** Sole owner of 100% stock of transferee is **Avco Mfg. Corp.,** New York. Transferee is licensee of WLW WLWT (TV) Cincinnati, WINS New York, WLWD (TV) Dayton and WLWC (TV) Columbus, and applicant for new TV stations in Indianapolis and Toledo. (BTC-1432.) Granted Jan. 28.

WMBD-AM-FM Peoria, Ill.—Peoria Bcstg. Co. Granted assignment of license to WMBD Inc. for $262,500. Principals in assignee are **Charles C. Caley** (66.67%), who before transfer had 25% interest in WMBD, and vice president and general manager of station, and **John E. Fetzer** (33.33%), president and 52% owner of WKZO-AM-TV Kalamazoo, Mich., and WJEF-AM-FM Grand Rapids, Mich. Assignors include Carl P. Slane, Frances P. Slane and Elizabeth P. Talbott. Assignee is applicant for new TV station in Peoria (TV APPLICATIONS, B•T, Jan. 12). (BAL-1490, BALH-118.) Granted Jan. 28.

KCLV Clovis, N. M.—New-Tex Bcstg. Granted assignment of license from Wallace Simpson to **New-Tex Bcstg. Inc.,** of which Mr. Simpson is president and 68.6% stockholder. Transaction designed to reduce indebtedness of licensee. Consideration is $22,000. (BAL-1485.) Granted Jan. 28.

WRXO Roxboro, N. C.—Roxboro Bcstg. Co. Granted transfer of control from Philip L. Thomas, H. W. Winstead Jr., James W. Newman and A. E. Jackson to **Harold S. Taylor** for $3,500. Mr. Taylor is manager of WRXO. (BTC-1439.) Granted Jan. 28.

KLIQ Portland, Ore. — Mercury Bcstg. Co. Granted transfer of control from Gordon E. Bambrick and Harold Krieger to **Thomas P. Kelly** for $27,800. Mr. Kelly was commercial manager for KGAE Salem, Ore. (KLIQ formerly had call letters KBKO.) (BTC-1438.) Granted Jan. 28.

WLCM Lancaster, S. C. — Royal Bcstg. Co. Granted assignment of license from Arthur W. Davis, Morgan J. Craig and Milton D. Scarboro to **Royal Bcstg. Co. Inc.** for $36,000. Mr. Scarboro is president of transferee and his interest is increased from ⅓ to ⅔. (BAL-1492.)

WHAP Hopewell, Va. — Hopewell Bcstg. Co. Granted transfer of control from A. Robbins Jr., Charles M. Mark, John P. Mercer and R. E. Anthony Jr. to **Mortimer Hendrickson** for $40,000. Mr. Hendrickson until Dec. 1, 1952, was an information specialist with the U. S. Dept. of Agriculture in New York. (BTC-1442.) Granted Jan. 28.

Hearing Cases . . .

Actions by FCC

WLIN Wausau, Wis.—Alvin E. O'Konski. Commission dismissed protest filed Jan. 5 by WSAU Wausau, Wis., directed against Commission's action of Dec. 4, 1952, which granted application of WLIN (now WOSA) for power increase in move from Merrill to Wausau, Wis. (BPCT-8239.) Chairman Paul A. Walker voted for hearing. Memorandum opinion and order Jan. 26.

Flint, Mich.—Trebit Corp. and **W. S. Butterfield Theatres Inc.** Commission denied petitions requesting that Commission enter an order staying taking of further testimony in Flint proceeding (Dockets 10268 through 10270), pending Commission's action on petitioner's request for review of hearing examiner's ruling granting petition of WJR: The Goodwill Station Inc., Flint, for leave to amend its TV application to move transmitter site. Order Jan. 23.

Portland, Ore.—North Pacific Television Inc. Commission denied petition for review of hearing examiner's memorandum opinion and order of Dec. 19, 1952, which granted petitions by Cascade Television Co. for leave to amend its application for new Portland TV station on vhf Ch. 8, to reflect changes in stockholders, stock transactions and financial plans, and accepting the amendment (Docket 10324, BPCT-1235). Memorandum opinion and order Jan. 23.

Hearing Calendar . . .

Hearings in Progress

Flint, Mich.—New TV, vhf Ch. 12. Examiner Benito Gaguine.

Harrisburg, Pa.—New TV, uhf Ch. 27. Examiner William Butts.

Portland, Ore.—New TV, vhf Ch. 8. Examiner Elizabeth C. Smith.

Sacramento, Calif.—New TV, vhf Ch. 10. Examiner Thomas H. Donohue.

Theatre Television; Allocation of Frequencies—Before Commission *en banc* on Mondays and Tuesdays only.

Wichita, Kan.—New TV, vhf Ch. 3. Examiner Hugh B. Hutchison.

February 2

Tampa-St. Petersburg, Fla.—New TV, vhf Ch. 13. Further hearing. Examiner Basil P. Cooper.

February 4

Denver, Col.—New TV, vhf Ch. 4. Further hearing. Examiner James Cunningham.

February 9

Portland, Ore.—New TV, uhf Ch. 21. Further hearing. Examiner Elizabeth C. Smith.

February 10

Wichita, Kan.—New TV, vhf Ch. 10. Examiner Hugh B. Hutchison.

February 11

KOB Albuquerque, N. M.—Extension of SSA on 770 kc. Examiner James Cunningham.

February 17

Duluth-Superior—New TV, vhf Ch. 3. Examiner Herbert Sharfman.

February 18

Canton, Ohio—New TV, uhf Ch. 29. Examiner Fanney N. Litvin.

WVCH Chester, Pa.—Existing AM. Application to increase power from 250 w to 1 kw, operating daytime on 740 kc. Examiner Gifford Irion. Docket 10089.

Azalea Bcstg. Co., Mobile, Ala.—New AM, 1340 kc, 250 w, unlimited. Examiner William Butts. Docket 9964.

John W. Blake and Charles R. Wolfe, partners, and High Lite Bcstg. Co., Killeen, Tex.—Both seeking new AM, 1050 kc, 250 w day. Examiner not designated. Dockets 10122, 10123.

February 24

William O. Barry, Lebanon, Tenn.—New AM, 1340 kc, 100 w, unlimited. Examiner not designated. Docket 10375.

February 25

Beaumont, Tex.—New TV, vhf Ch. 6. Examiner Annie Neal Huntting.

March 16

Portland, Ore.—New TV, vhf Ch. 6. Examiner Elizabeth C. Smith.

April 15

Portland, Ore.—New TV, vhf Ch. 12. Further hearing. Examiner Elizabeth C. Smith.

Continued Without Date

Duluth-Superior—New TV, vhf Ch. 6. Examiner Herbert Sharfman.

Sacramento, Calif.—New TV, separate hearings for vhf Ch. 3, uhf Ch. 40 and uhf Ch. 46.

Beaumont, Tex.—New TV, vhf Ch. 4. Examiner Annie Neal Huntting.

Lancaster, Pa.—New TV, vhf Ch. 8. WGAL-TV and Peoples Bcstg. Co. (WLAN). Examiner J. D. Bond.

New Petitions . . .

January 22

St. Joseph Valley Bcstg. Corp. (WJVA), South Bend, Ind. License renewal and transfer of control (Dockets 9692 and 10065; BR-1877 and BTC-897)—Motion filed by WJVA to strike exceptions

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of Chief, FCC Broadcast Bureau to initial decision of Dec. 19, 1952, to grant renewal and transfer.

James Gerity Jr., Pontiac, Mich. New AM, 1460 kc (Docket 10346, BP-8651)—Petition to reconsider action of Nov. 12, 1952, setting application for consolidated hearing with two others, and to grant without hearing. Mr. Gerity, operator of WABJ Adrian and WGRO Bay City, Mich., notes other two applicants are no longer party to hearing. Concerning slight daytime interference to WCLC Flint and WSTR Sturgis, Mich., petitioner notes areas already are served by number of other stations.

WJR, The Goodwill Station Inc. (WJR Detroit), Flint, Mich., et al. (Docket 10268 and BPCT-967 et al). New TV, Ch. 12—WJR filed reply to petitions of Trebit Corp. and W. S. Butterfield Theatres Inc. on Jan. 19 seeking review of examiner's action of Jan. 14 granting WJR request to amend. (FCC denied petitions for review and hearing began Jan. 28 before Examiner Benito Gaguine.) Trebit Corp. on Jan. 26 filed reply to WJR reply.

Versluis Radio and Television Corp., Muskegon, Mich. CP new TV station (BPCT-1208)—Protest filed by Music Bcstg. Corp. (WGRD), Grand Rapids, charging economic injury from TV grant to Versluis [B•T, Jan. 26].

Pioneer Bcstrs. Inc. (KGW) and Mt. Hood Radio and Television Bcstg. Corp. (KOIN), Portland, Ore. New TV, Ch. 6 (Dockets 9136 and 10316; BPCT-431 and 1029)—Reply by Pioneer to reply of Mt. Hood on Jan. 15 to petition by Pioneer for rehearing of FCC action of Dec. 17, 1952, allowing Mt. Hood to amend its application. Mt. Hood on Jan. 26 filed further reply.

Penn Jersey Bcstg. Co., Bristol, Pa., et al. New AM, 1490 kc (Docket 10118 et al.)—Correction by WDAS Philadelphia of proposed findings of facts and conclusions filed Dec. 15, 1952.

January 23

Westinghouse Radio Stations Inc. (KEX), Portland, Ore., et al. New TV, Ch. 8 (Docket 9138 et al.)—Petition by Westinghouse to amend its application to make slight engineering changes.

WSTV Inc. (WSTV), Steubenville, Ohio. New TV, Ch. 9 (BPCT-1049)—Storer Bcstg. Co., also applicant for Ch. 9 at Wheeling-Steubenville (BPCT-360), filed reply to motion of WSTV tendered Jan. 9 requesting immediate action on its petition of July 25, 1952, which asked FCC to require Storer to elect which one of its TV applications it wished to prosecute. Pointing to precedents of other applicants who have had multiple requests pending which, if all were granted, would give them more than the lawful five stations, Storer asked dismissal of WSTV petitions.

KAKE Bcstg. Co. (KAKE), Wichita, Kan., et al. New TV, Ch. 10 (Docket 10263 et al.)—Petition filed by Mid-Continent Television Inc. to amend its application so as to correct mathematical computations and make other slight change.

January 26

WGAL-TV and Peoples Bcstg. Co. (WLAN), Lancaster, Pa. New TV, Ch. 8 (Dockets 10366 and 10365; BPCT-910 and 654)—Opposition filed by WGAL-TV to motion by Peoples on Jan. 16 to enlarge and change issues in comparative hearing set by FCC. (Hearing set Feb. 2 has been continued without date by Examiner J. D. Bond.)

Amendment of Sec. 3.606 of TV rules respecting Patchogue, N. Y. (Docket 10364)—Comments by American-Republican Inc. (WBKY), Waterbury, Conn., respecting FCC proposal to amend Sec. 3.606 so as to add Ch. 75 to Patchogue, N. Y. WBRY suggests Ch. 54 be allocated to Patchogue instead so Ch. 83 can be requested by WBRY for Waterbury. WBRY's earlier petition for amendment of Sec. 3.606 to add Ch. 83 at Waterbury was denied pending June 2 expiration of one-year amendment ban. Suffolk Bcstg. Corp. (WALK), Patchogue, seeks allocation of Ch. 75 or alternate facility there.

Head of the Lakes Bcstg. Co. (WEBC), Duluth, Minn., and Red River Bcstg. Co. (KDAL), Duluth, Minn. New TV, Ch. 3 (Dockets 10298, 10290; BPCT-621, 903)—Petition by WEBC for review by FCC of ruling by examiner on Jan. 23 denying its petition for continuance of hearing set Feb. 17 pending action by Commission on petitions by WEBC to enlarge issues and consolidate Chs. 3 and 6 hearings into one proceeding. KDAL on Jan. 27 filed opposition to further continuance of hearing.

Theatre Television; allocation of frequencies (Docket 9552) — Statement by Motion Picture Assn. of America and National Exhibitors Theatre Television Committee supporting petition of Western Union Telegraph Co. respecting interconnection issue [B•T, Jan. 26].

January 27

Jefferson Amusement Co., Beaumont, Tex. New TV, Ch. 4 (BPCT-1440)—Petition filed by Port Arthur College (KPAC), Port Arthur, Tex. (Docket 10285, BPCT-839) in reply to Jan. 19 opposition of Jefferson to Jan. 5 petition of KPAC requesting dismissal of Jefferson application. Jefferson seeks to be consolidated in hearing and is in effect successor to Lufkin Amusement Co., whose application was dismissed with prejudice by FCC on Dec. 16, 1952.

Routine Roundup . . .

January 19 Applications

ACCEPTED FOR FILING

License Renewals

Following stations request renewal of license: **KTLN Denver**, Radio Station KTLN Inc. (BR-1969); **KVOD Denver**, Colorado Radio Inc. (BR-109); **WEBC Duluth, Minn.**, Head of the Lakes Bcstg. Co. (BR-620); **KBZY Grand Rapids, Minn.**, Itasca Bcstg. Co. (BR-1841); **KYSM Mankato, Minn.**, F. B. Clements & Co. (BR-975); **WCOW St. Paul, Minn.**, South St. Paul Bcstg. Co. (BR-2654); **KOPR Butte, Mont.**, Copper Bcstg. Co. (BR-2177); **KMON Great Falls, Mont.**, Montana Farmer Bcstg. Corp. (BR-2108).

January 23 Applications

ACCEPTED FOR FILING

Renewal of License

Following stations request renewal of license: **KOOK Billings, Mont.**, The Montana Network (BR-2661); **KBOW Butte, Mont.**, Copper City Radio Co. (BR-1477).

APPLICATION RETURNED

Renewal of License

KTRF Thief River Falls, Minn., Henry K. Arneson—RETURNED application for renewal of license (BR-1528).

January 26 Decisions

BY COMMISSION EN BANC

Protest Dismissed

WLIN (now WOSA) Wausau, Wis., Alvin E. O'Konski—By memorandum opinion and order, dismissed protest filed Jan 5, by WSAU Inc., licensee of WSAU Wausau, Wis., directed against Commission's action of Dec. 4, 1952, granting application (BP-8239) of WLIN (now WOSA), for increase in power and move from Merrill to Wausau, Wis.

Replace Expired CP

WLON Lincolnton, N. C., Lincoln County Broadcasting Co.—Granted application for CP to replace expired CP (BP-8243) which authorized new AM to operate on 1270 kc 500 w D subject to original conditions (BP-8693).

Request Additional Information

KNIM Maryville, Mo., Maryville Radio & Television Corp.—Is being requested to furnish additional information in connection with application for mod. CP (BMP-5979) which specifies trans. site and ant. system for new AM to operate on 1580 kc 250 w D.

KBMY Billings, Mont., Billings Bcstg. Co.—Is being requested to furnish additional information with reference to application (BMP-5952) for extension of time to construct new AM on 920 kc 1 kw-U DA-N.

KFBC Cheyenne, Wyo., Frontier Bcstg. Co.—Is being requested to furnish additional information with reference to application (BMP-5864) for extension of completion date of new AM on 710 kc 10 kw-LS 1 kw-N DA-DN.

Designated for Hearing

Key Bcstg. System Inc., Bayshore, N. Y.—Designated for hearing application (BP-8422) for new AM on 1300 kc 250 wD, and made WTNJ Trenton, N. J., party to proceeding.

License Renewals

Following stations granted renewal of licenses for regular period:

KCRK (FM) Cedar Rapids, Iowa; KDTH-FM Dubuque, Iowa; KFGQ-FM Boone, Iowa, KFUO-FM Clayton, Mo.; KGLO-FM Mason City, Iowa; KROS-FM Clinton, Iowa; KXOK-FM St. Louis, Mo.; KCMO-FM Kansas City, Mo.; KTTS-FM Springfield, Mo.; KAYL-FM Storm Lake, Iowa; KBMY (FM) Fort Dodge, Iowa; KWOS-FM Jefferson City, Mo.; KCHR (FM) Charleston, Mo.

January 26 Decisions

BY BROADCAST BUREAU

Waiver Request Granted

KSEY Seymour, Tex., William C. Moss—Granted request for waiver of Sec. 3.71 to operate minimum of 12 hours per day for period of 90 days or pending action of application for increase in power (BML-1473).

Replace CP

WRTI-FM Philadelphia, Pa., Temple University—Granted CP to replace CP (BPED-203), which authorized new noncommercial FM which expired 11-7-52 (BPED-224).

Modification of CP

KBIM Roswell, N. M., Radio Station KBIM—Granted mod. CP for approval of ant., trans. and studio location, and make changes in ant. system (BMP-6083).

Extension of Completion Date

WNAC-FM Boston, Mass., General Teleradio Inc.—Granted mod. CP for extension of completion date to 2-15-53 (BMPH 4806).

Change Name

WJHO Opelika, Ala., Opelika-Auburn Bcstg. Co.—Granted mod. license to change name from Yetta G. Samford, C. S. Shealy and Aileen M. Samford, executrix of estate of Thomas D. Samford Jr., deceased and Miles H. Ferguson d/b as Opelika-Auburn Bcstg. Co. to Yetta G. Samford, C. S. Shealy, Aileen M. Martin (executrix of estate of Thomas D. Samford) & Miles H. Ferguson d/b as Opelika-Auburn Bcstg. Co. (BML-1534).

Granted CP

KTXL San Angelo, Tex., Westex Bcstg. Co.—Granted CP to erect new ant. and mount TV ant. on top and change trans. location (coordinates only) and change studio location (condition) (BP-8660).

WLIB New York, N. Y., New Bcstg. Co. Inc.—Granted CP to change trans. location and make changes in ant and ground system (BP-8543).

January 26 Applications

ACCEPTED FOR FILING

Extension of Completion Date

WBRY Waterbury, Conn., American-Republican Inc.—Mod. CP (BP-7957), as mod. which authorized changes in facilities, for extension of completion date (BP-6109).

KSIS Sedalia, Mo., Yates Bcstg. Co.—Mod. CP (BP-8469), which authorized new AM, for extension of commencement and completion dates (BMP-6111).

Change Transmitter Location

WNAE Warren, Pa., Northern Allegheny Bcstg. Co.—CP to change trans. location from Warren to Clarendon, Pa. (BP-8728).

Modification of CP

WETZ New Martinsville, W. Va., Magnolia Bcstg. Co.—Mod. CP (BP-8446), which authorized new AM, for approval of ant., trans. and studio location (BMP-6112).

Increase Antenna Height

KOLN Lincoln, Neb., Cornhusker Radio & Television Corp.—Mod. CP (BP-8611), which authorized increase in ant. tower, to increase height of combination AM-TV ant. structure (BMP-6107).

January 27 Applications

ACCEPTED FOR FILING

Extension of Completion Date

WCAR Detroit, WCAR Inc.—Mod. CP (BP-5971), as mod., which authorized change in facilities, for extension of completion date (BMP-6103).

License for CP

WLSH Lansford, Pa., Miners Bcstg. Service Inc.—License for CP (BP-8278), as mod., which authorized new AM.

WKSR Pulaski, Tenn., Richland Bcstg. Co.—License for CP (BP-7922), as mod., which authorized change in power, frequency and hours of operation and installation of new trans. and DA-N (BP-4872).

KABI Ketchikan, Alaska, Aurora Bcstrs. Inc.—License for CP (BP-7532), as mod., which authorized new AM (BL-4874).

Modification of CP

WIVK Knoxville, Tenn., Dick Bcstg. Co.—Mod. CP (BP-8344), which authorized new AM, for approval of ant., trans. and specify studio location and change type trans. (BMP-6105).

WKXV Knoxville, Tenn., Knoxville Ra-Tel Inc.—Mod. CP (BP-8319), which authorized new AM, for approval of ant. and trans. location, specify studio location and change type trans.

WKMT Kings Mountain, N. C., Kings Mountain Radiocasting Co.—Mod. CP (BP-8104), which authorized new AM, for approval of ant., trans. and main studio locations and change type trans. AMENDED to change name to J. C. Greene Jr. and R. H. Whitesides d/b as Southern Radiocasting Co. (BMP-5953).

License Renewals

Following stations request renewal of license: **KVOR Colorado Springs, Col.**, Voice of the Rockies Inc. (BR-103); **KRAI Craig, Col.**, Northwestern Colorado Bcstg. Co. (BR-2123); **KFTM Morgan, Col.**, Morgan County Bcstg. Co. (BR-2296); **KFKA Greeley, Col.**, Mid-Western Radio Corp. (BR-115); **KDZA Pueblo, Col.**, Pueblo Radio Co. (BR-1842); **KFMA Davenport, Iowa**, KFMA Bcstg. Co. (BR-2744); **KBMW Breckenridge, Minn.**, Interstate Bcstg. Corp. (BR-2158); **WMFG Hibbing, Minn.**, Head of the Lakes Bcstg. Co. (BR-862); **WJON St. Cloud, Minn.**, Granite City Bcstg. Co. (BR-2504); **KBMY Billings, Mont.**, Billings Bcstg. Co. (BR-2019); **KFGO Fargo, N. D.**, Northern States Bcstg. Co. (BR-2082); **KSJB Jamestown, N. D.**, North Dakota Bcstg. Co. (BR-919).

Increase Antenna Height

KTTS-FM Springfield, Mo., Independent Bcstg. Co.—CP to increase ant. height and mount TV ant. on top.

January 28 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Fanney N. Litvin

Northeastern Indiana Bcstg. Co. Inc., News Sentinel Bcstg. Co. Inc., Fort Wayne, Ind.—Granted joint petition for extension of time from Feb. 10 to Feb. 25, 1953, to file proposed findings of fact and conclusions in proceeding re applications for new TV stations (Dockets 10299, 10300).

By Hearing Examiner Hugh B. Hutchison

Atlantic City Bcstg. Co., Garden State Bcstg. Co., Press-Union Pub. Co., Atlantic City, N. J.; WDAS Philadelphia, Pa.; Max M. Leon Inc.—All of parties in proceeding (Dockets 10119 et al) were notified that oral arguments will be held in Room 1702, Temporary "T" Bldg., Jan. 30, on motion, filed Jan. 9, 1953, on behalf Garden State Bcstg. Co., to reopen record of proceeding for certain purposes, oppositions to said motion filed Jan. 14, behalf Atlantic City Bcstg. Co. and Press-Union Pub. Co., and statement of chief of broadcast bureau on said petition filed Jan. 1[illegible], 1953.

Sunflower Television Co., Wichita, Kan.—Granted petition to amend answers to Sec. III, Item 1, of application for new TV (Docket 10258 BPCT-677) to show slight increases in estimated cost of operation of proposed station for first year and estimated revenues for first year.

By Hearing Examiner Elizabeth C. Smith

Westinghouse Radio Stations Inc., Portland, Ore.—Granted petition to amend application for new TV (Docket 9138 BPCT-494) to show (a) revised ant. power gain figure and trans. operation power change reflecting such revised ant. gain; (b) revision of ant. height above average terrain based upon 8 equally spaced radials, and (c) deletion of word "service" from phrase "service contours" wherever same appears in application or exhibits attached thereto.

Oregon Television Inc., Columbia Empire Telecasters Inc., Northwest Television & Bcstg. Co., Portland, Ore.—Granted oral motion made jointly on the record of conference held Jan. 22, for continuance of hearing in proceeding upon applications for new TV stations (Ch. 12) (Dockets 10246 et al) from Feb. 12 to April 15, 1953, at Washington, D. C.

By Hearing Examiner Annie Neal Huntting

Chief, Broadcast Bureau—Granted petition for indefinite continuance of hearing, which was scheduled for Jan. 26, in re applications of Port Arthur College and Smith Radio Co., Port Arthur, Tex., for CP's for new TV stations (Dockets 10285, 10352) in order that administrative procedure required by filing of application of Jefferson Amusement Co. (BPCT-1440) and various pleadings, referred to in petition, can be completed.

Port Arthur College, Port Arthur, Tex.—Granted petition to amend application for CP for new TV (Docket 10285 BPCT-839) (1) to change proposed trans. and studio location and to substitute new engineering report incorporating changes in technical proposal required thereby; (2) to change estimate of first year's operating cost and revenue, and (3) to change proposed method of financing proposed construction and to submit data with respect thereto.

By Hearing Examiner Herbert Sharfman

Head of the Lakes Bcstg. Co., Superior, Wis.—Denied petition for further continuance of hearing of Feb. 17, 1953, re application (Docket 10289) and that of Red River Bcstg. Co. Inc., Duluth, Minn. (Docket 10290), for CP's for new TV stations.

By Hearing Examiner Thomas H. Donahue

Jack O. Gross, Sacramento, Calif.—Granted petition to amend application for CP for new TV (Docket 10343 BPCT-1077) to show different studio location and to make minor corrections in engineering portion of application.

John Poole Bcstg. Co., Sacramento, Calif.—Granted motion to amend application for CP for new TV to increase ant. power, change ant. type and supporting structure, type trans., studio and trans. location and cost of trans. and ant. system (Docket 10342 BPCT-1007).

Upcoming Events

Feb. 5: Annual Awards Dinner of Academy of Television Arts and Sciences, Hotel Statler, Los Angeles.

Feb. 5-7: Southwestern I.R.E. Conference & Electronics Show, Plaza Hotel, San Antonio.

Feb. 6-7: Seventh Annual Radio Short News Course, sponsored by U. of Minnesota and Northwest Radio News Assn., University Campus Center of Continuation Study, Minneapolis. TV Workshop by same sponsors, at same place, tentatively set Feb. 7.

Feb. 9-10: BMI Board, Bellevue-Biltmore Hotel, Belleair, Fla.

Feb. 11: Radio seminar, Advertising Club of Washington, D. C., Washington Gas & Light Co. auditorium.

Text of FCC Order
On Operator Rules and Remote Control

In the Matter of
Amendment of Part 3 and Part 13 of the Rules and Regulations with respect to the licensed operator requirements of certain standard and FM broadcasting stations and for remote control operation of such stations.

Docket No. 10214

REPORT AND ORDER

BY THE COMMISSION:

Commissioner Sterling not participating; Commissioner Hennock voting for oral argument; Commissioner Merrill concurring in the result but voting for oral argument.

1. On June 4, 1952, the Commission released a Notice of Proposed Rule Making in the subject matter setting forth the request of the National Association of Radio and Television Broadcasters (hereinafter called petitioner) for amendment of the Commission's rules to permit:

(a) Persons holding restricted radiotelephone operator permits or higher class of licenses to stand the required regular transmitter watches at standard and FM broadcasting stations employing non-directional antennas and operating with powers of 10 kw or less;

(b) Remote control of such stations.

2. The amendments proposed by petitioner would compel each station affected to employ a minimum of one first-class operator "as its chief engineer or technical supervisor" and would permit the other operators required to be available for duty at the transmitter to be restricted permittees. The first-class operator is not required to be a full-time employee but only to be "on call and reasonably available to fulfill his specified duties." He would be the only operator authorized to undertake any internal tuning adjustments, major repairs, or overhaul, and similar endeavors, restricted permittees being allowed to perform only "minor" adjustments of transmitter supply voltages and tuned circuits.

3. In support of the requested changes petitioner asserts that the regular duties of transmitter operators could be performed by restricted permittees, provided that major repairs were made by first-class operators; and that the use of restricted operators would not result in any increase in outages or jeopardize the safety of the operators. Although it contends that technical reasons alone require that the Commission authorize the use of restricted permittees, petitioner points out that the basic need for the change is also justified by significant economic reasons. It alleges that most small stations must operate with a limited staff, and that effective utilization of this staff demands that those performing the nominal duties of transmitter operators be able to do many of the other more important and more difficult jobs required if the station is to offer a desirable service to the public. Petitioner concludes that the use of restricted operators, particularly in sparsely settled areas, would greatly enhance the possibilities of obtaining a staff with qualifications more suited to stations' needs. Also because of the resulting economies of operation, it argues that the use of restricted operators would increase the chances of survival of existing small stations, encourage the development of broadcast stations in "white areas" and in communities having no locally originated service, and aid existing stations to expand their hours of service.

4. Approximately 2,000 comments upon the proposal were received from the following sources: 1,136 individuals, most of them operators; 5 national labor unions; 52 labor union locals; 6 trade schools; 788 individual station managements; 28 regional associations of broadcasters; 1 national association of broadcasters, and 2 national networks. Almost all of the comments submitted by the operators, operator organizations and trade schools were opposed to the requested amendments. Conversely, almost all of the comments submitted by broadcasters and management organizations supported the requested amendments.

5. In the Notice of Proposed Rule Making issued in these proceedings the Commission posed a number of relevant questions and requested that interested parties direct their comments to these questions. One of the questions upon which comment was particularly desired was the extent to which a watch-standing operator requires significant technical training. In general, broadcasters are of the opinion that routine duties of periodic observations—reading meters and entering the readings in the station log, minor external adjustments of voltages and current, circuit tuning, and similar tasks, constitute all of the operators' transmitter duties during program periods; and that these duties can be performed without any appreciable technical training. Some expressed the further opinion that low-grade watch-operators should also be able to make such minor repairs as replacing defective plug-in tubes and fuses, because these activities do not require extensive training but only a certain amount of technical aptitude. On the other hand, the operators contend that the operator on transmitter duty must not only make the observations and readings called for by the rules but

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must also observe numerous other matters and interpret what they see, hear and smell. The operators assert that, in this way, transmitter failure caused by the aging of certain components, over-heating of others, etc., can be anticipated, thereby avoiding outages and various other undesirable effects. Petitioner asserts that modern transmitters show remarkable reliability, and that, in the event of the rare loss of service due to transmitter breakdown, the general instructions in most stations are that the chief engineer is to be called. It also emphasized that preventive maintenance work is the principal means of avoiding breakdown. Many other station representatives expressed similar opinions and further asserted that it is not necessary to have maintenance work performed during a transmitter operator watch, it being sufficient to have periodic inspection and maintenance of the equipment performed while the station is off the air. From the comments it appears that it is the practice at the smaller stations to have such maintenance work discharged only by the chief engineer, and also to employ "combination" operators, with concurrent duties as announcers, many of whom have had little or no experience in the repair and maintenance of broadcast stations. With respect to the desirability and appropriateness of the proposed amendments at the various power levels, the comments received must be characterized as contradictory.

6. In summary, as to the important question whether there would be any change in the number of technical transmission difficulties with the utilization of restricted watch-operators, the comments were conflicting. A number contended that the proposed amendments, if adopted, would result in some increase in transmission difficulties because of the alleged inability of non-technical operators on duty to anticipate or recognize faults and either correct or report them; it was also pointed out that under petitioner's proposal, additional time might be needed for the first-class operator, who could be stationed somewhere else, to reach the faulty transmitting equipment. Comments submitted by operators estimated increases in technical transmission difficulties ranging from 100 to 300 per cent. On the other hand, some broadcasters believe that transmitter difficulties would decrease because they would have more money to spend on equipment, thus increasing the reliability of their technical plant. Other broadcasters cited experience with temporary use of low-grade operators in specific cases both recently and during the late war which showed no increase in transmission difficulties at those times. The Commission's records reveal that the loss of air time for the average broadcast station is only 0.14 per cent of total air time. In this connection several comments attributed as high as 90 per cent of outages to power and tube failure over which operators have little, if any, control.

7. As to the effect of the proposal upon the safety of operators, it is the prevailing opinion of the broadcasters that the duties of the lower grade operators, in connection with transmitting equipment, would be so limited as to preclude their coming into contact with dangerous voltages. It is pointed out that only minor, external adjustments would be made and that in the case of replacements of simple plug-in components the operator would be protected by interlock devices on access doors. There is little disagreement with this view but some individuals contend that in an emergency, regardless of their lack of technical competence, low grade operators would be under pressure to restore a defective transmitter to service, and because of their ignorance of transmitter circuits, would engage in unsafe activities. However, no factual basis was given for this prediction. Several broadcasters expressed the opinion that the intelligence and care with which the operator works determines his safety rather than the class of license he holds. In general, the Commission's standards prohibit lethal voltages with which there might be accidental contact in performing the limited duties proposed. However, there are exceptions to this in that (a) exposed 220-volt AC switching equipment is permitted on the front of a power control panel, and (b) potentials of 350 volts, or less, within enclosures, need not be disconnected by interlocks on access doors. It is believed that the standards in respect to these matters are exceeded in the case of most transmitting equipment of recent manufacture to the extent that all external controls are "dead" and there are no exposed voltages outside enclosures.

8. Petitioner cited statistics of the Bureau of Labor Statistics to show that with one or possibly two exceptions not necessarily involving the instant question, there were no fatalities or permanent injuries among some 400 broadcast stations in a sample survey taken from 1941 through 1949, and further, that no fatality nor permanent injury occurred during the war years when numerous low grade operators were employed. It also pointed out in the petition that the National Council on Compensation Insurance, which is the central actuarial source for compensation insurance companies, does not classify transmitter operators in a hazardous category and has no separate data with respect to them.

9. There were many comments that the proposed amendments would result in widespread unemployment among first-class operators. In this connection, however, several broadcasters asserted that displaced operators would be absorbed by growth in the television broadcasting field, and the experience of one national network was cited as an example in that connection.

10. With respect to the petitioner's specific proposals, several comments called attention to possible difficulties in their administration because of indefiniteness, typified by the phrases "reasonably available" used in connection with the first-class operator and "minor adjustments" as applicable to the allowable work area of the restricted permittees. Further, it was pointed out that minor adjustments by restricted permittees might result in misadjustment of transmitting equipment so as to produce undesirable external effects.

11. Consideration must also be given to the effect of petitioner's proposals on the CONELRAD Plan. This plan requires that, in case of an air raid alert, participating stations shall be able to change operating frequencies and, in some instances, power, on very short notice to predetermined and assigned values. The CONELRAD Plan has been approved in accordance with Executive Order No. 10312 and is for the purpose of:

(1) Minimizing the navigational aid that an attacking air force might obtain from our broadcast stations.

(2) Providing a radio service for dissemination of civil defense and other information to the public during periods of air attack.

The CONELRAD system of operation requires the voluntary participation of a large number of stations. A study made of the technical requirements for placing a broadcast station in CONELRAD system operation, revealed that practically all of the operations necessary at existing stations operating in the CONELRAD system fall into one or more of the following categories:

(1) Push-button activation to place an auxiliary transmitter in operation that has been pretuned to a CONELRAD frequency.

(2) Push-button operation to energize relays to effect the necessary changes.

(3) Moving dials to predetermined reading to tune the transmitter to a CONELRAD frequency.

(4) Manually throwing switches to change crystals, inductors, capacitors, antennas, etc.

(5) Moving clips or connectors to predetermined points to effect changes as in (4) above.

12. With respect to remote control operation petitioner requests a revision of the rules to permit the operator at the remote control point to turn the transmitter on and off and to perform all of the functions required by the Commission's rules and standards to be carried out by operators on duty at the transmitter in the absence of remote control. It argues that such remote control of broadcast transmitters is entirely feasible and points to the operations of the similar experimental remote control installations already authorized by the Commission. Reports have been received from licensees on the operation of eight of these installations over periods averaging a little more than three months, seven involving control of FM stations by wire circuits and one radio control of an AM station. These reports show that faults occurred in the remote control circuits or apparatus of three installations that caused service interruptions but that in each of the eight cases, transmitter outages resulting from all causes, including outages attributed to remote control, amounted to less than one per cent of the total time covered by each report. Petitioner advances, as reasons supporting its proposal, the argument that remote control authorization will permit the selection of better studio and transmitter sites, and through reduced overhead and more efficient operation, will aid existing stations in maintaining or expanding their present services, and will encourage the construction of new stations in sparsely settled areas.

13. On the other hand, there were a number of opinions, mainly from operators, that a control system should be required to afford the same degree of control at the remote point as exists at the transmitter, a degree entailing observations and adjustments beyond those proposed by petitioner or called for by the Commission's regulations. These same commentators asserted that the supervisory control circuits and apparatus necessary to provide such a degree of control would be so complex as to be impractical at this time. Finally, several comments pointed out that use of remote control with no one in attendance at the transmitter would facilitate entries to the transmitter by unauthorized persons, including persons desiring to use the facilities for subversive purposes.

14. The Commission has carefully considered the numerous comments submitted and on the basis of these comments and its own knowledge and experience in the field, obtained through reports and records, has determined that amendment of the rules in question along the lines suggested by petitioner is appropriate at this time. The most important consideration is whether the revisions in question would result in any degradation of the Commission's technical standards and requirements, or more specifically, would increase the possibility of outages and

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Salesmen

Experienced radio salesman with top client references and proof of selling ability. NBC station operating both radio and television. Guarantee to start, commissions as soon as established, and $8,000 to $10,000 position. Write giving full details and photo. Box 552S, B•T.

Radio salesman—Good opportunity for young, energetic man or woman in Ohio city of 100,000, at ABC affiliate. Send qualifications and references to Box 588S, B•T.

Salesman, young, aggressive, prefer New Englander to sell top market for 5000 watt network station with TV application. Box 638S, B•T.

Wanted: Sales manager go-getter with experience. Salary and commission. Excellent earning power. Must be steady and reliable. CBS midwest affiliate. Box 640S, B•T.

Opportunity unlimited! This livewire 5 kw radio station in the southeast wants a livewire salesman, whose ambition, energy and aggresiveness make him a real producer. He'll have a drawing account of $100 to $125 a week against liberal commissions—but the right man will earn a lot more than that! The man who gets this job will have a genuine opportunity to become sales manager of the station. If you think you can fill the bill, write fully to Box 669S, B•T.

Salesman. $50. weekly salary plus 10% commission. Must be experienced. Southeast area, lucrative market. Good for $10,000. Box 685S, B•T.

Salesmen: Here is the opportunity of a lifetime. Your earnings will be limited only by your ability. We are expanding our sales staff to handle both radio and TV operation. Excellent working conditions in Rocky Mountain area. Marvelous climate. Straight commission setup. No limit. We hand you 3 thousand in billings to start. Top men only need apply. Box 708S, B•T.

KUDL, Kansas City on air about May 1 needs two top salesmen. $100 weekly guaranteed first $500 business; 10% on next thousand; 15% over that. You know what we want! Send details to KTFS, Texarkana, Texas.

Reliable, hard-hitting salesman and commercial manager wanted for WCRB Good Pay, Waltham, Massachusetts.

Sales opportunity in desirable small market. WSMI, Litchfield, Illinois.

Announcers

Announcer-disc jockey with proven successful DJ record in competitive large market operation. $85.00 start with regularly scheduled increases to $100.00 weekly. Station located large central-south market. TV future. Send audition, photo and complete background. Confidential. Box 369S, B•T.

Announcer-engineer, $300. Photo, qualifications only, first letter. Box 597S, B•T.

Announcer. One who is also interested in part-time selling. Net affiliate in small east Tennessee town. $65 week to start. Write details and send audition to Box 625S, B•T.

Announcer-engineer, first class ticket, for news and disc show. Permanent position, excellent pay. Send background and tape. Midwest CBS affiliate. Box 641S, B•T.

Combination man with experience. Immediate opening. Box 683S, B•T.

Help Wanted—(Cont'd.)

Regional Minnesota station wants sports announcer. Good salary. Chance to earn extra money selling radio time. Box 688S, B•T.

Announcer-newsman. Daytime independent major metropolitan market east coast, looking for man who is strong on initiative. Salary plus talent, excellent working conditions. Box 696S, B•T.

Comedy DJ, flowing, non-hesitant ad-lib. "Q-in" gimmicks. Movie-star impersonations, dialects. Single preferred. Box 703S, B•T.

Progressive livewire kw daytimer in eastern Pennsylvania needs mature voiced, experienced disc jockey who can do a first class record show and a good newscast. Only experienced, polished announcers will be considered. If qualified can also offer football play-by-play. Box 706S, B•T.

Announcer-engineer, immediate opening, excellent working conditions. Accent on announcing and if you can produce we'll pay. Marvin Hull, KBHS, Hot Springs, Arkansas.

Wanted: Announcer-engineer. Emphasis on announcing 40 hours $80.00. Two weeks vacation with pay, time and a half for overtime, excellent working conditions. Send audition KREW, Sunnyside, Washington.

Pay good, if the announcer is good. Send photo, tape or disc. Program Director, KSCB, Liberal, Kansas.

Two experienced announcers wanted by new daytime music and news station. Disc jockey for pop music shows and news man. $300 a month plus profit sharing plan to right men. Must be available Feb. 15th. Send photo, audition and letter of qualifications to station KVSP, Lubbock, Texas.

KXGI, Fort Madison, Iowa wants seasoned announcer. News ability necessary. Steady job—good hours, nice town. Pay commensurate with ability plus opportunity with growing, aggressive organization.

Morning and news announcer. Airmail audition, photo, background. KXJK, Forest City, Arkansas.

North Carolina. Experienced personality announcer for fulltime independent. Will pay well for man with good voice. WBUY, Lexington, North Carolina.

Net station with application for TV needs staff announcer. WGEZ, Beloit, Wisconsin.

$300.00 per month to good combination man. ABC station, 37 hour week, 1½ all over 40. WGYV, Greenville, Alabama.

Staff announcer, strong on music shows but must be versatile. Contact Program Director, WJAC, Johnstown, Pa.

Immediate opening announcer and announcer-engineer. Floaters and drifters need not apply, give full details. Apply today, salary open. WMJM, Cordele, Ga.

Immediate opening announcer-engineer. Neat, honest and sober. Emphasis announcing. Salary $70 to $80. NBC Affiliate. Call, wire Radio Station WMNC, Morganton, N. C.

Announcer-engineer with first class license needed. Good salary, 40 hour week with time and half for overtime. WOAP, Owosso, Michigan.

Announcer with first class license wanted for 250 watt ABC station. Good working conditions. Send audition tape and letter stating minimum salary and background first contact. WRLD, West Point, Georgia.

Announcer for all-round staff work, needed immediately. Write at once, giving all details regarding experience, education, salary requirements or phone WSSV, Petersburg, Virginia.

Combination announcer-engineer. First ticket. Good pay. Permanent. Send audition to WTUS, Tuskegee, Ala.

Help Wanted—(Cont'd.)

Combination man with emphasis on announcing wanted immediately. Chuck Gilmore, WULA, Eufaula, Alabama.

Combination announcer - engineer, first class ticket. Permanent. WWGS, Tifton, Georgia.

Technical

Announcer-engineer, 250 watt Virginia station. Box 300R, B•T.

First class radio engineer wanted. $75.00 weekly. 1000 watt station near Atlanta, Georgia. Box 566S, B•T.

Got a first class ticket? New York State indie with TV future has immediate opening. Security for you. Box 599S, B•T.

Network affiliate needs engineers for transmitter watch, 44 hour week—$60 to $80 a week dependent upon experience. Box 626S, B•T.

First phone with two years experience. Desire something permanent. Box 637S, B•T.

Virginia kw needs engineer. State minimum salary expected. Box 639S, B•T.

Engineer-announcer, must have car, experience and good English. $75.00 forty-four hours start, raises. Box 650S, B•T.

Engineer. Iowa regional daytimer. Start $55.00. $5.00 increase at six month intervals first year. Box 678S, B•T.

Combination engineer-announcer, first ticket, emphasis on announcing. Send audition tape or disc air mail with full particulars to Box 1479, Honolulu, Hawaii.

Nebraska. First class engineer-announcer wanted for combination job. Up to $280 to start. 40 hour week. Overtime available. KCOW, Alliance, Nebraska. Also need announcer-salesman.

Immediate opening for experienced engineer. Opportunity to become chief. Salary depends on experience and ability. Excellent working conditions. Limited announcing desired—interesting future—this is a break for a combo man who wants more technical work and less announcing. If interested write or wire R. E. Adamson, KGAK, Gallup, New Mexico.

Wanted—Transmitter engineer with car, 5000 watt regional station with television application on file. Radio Station KJAY, Topeka, Kansas.

Wanted—Chief engineer for 1000 watt directional, ABC affiliate. Present chief leaving for government assignment Feb. 15. KSDN, Aberdeen, South Dakota.

Combo, first class phone with pleasant voice. 250 ABC affiliate, delightful climate. KTRC, Santa Fe, New Mexico.

Immediate opening for first phone operator. WASA, Havre de Grace, Md.

Beautiful Virginia . . . First class engineer-announcer wanted immediately. Mutual affiliate. 250 watt station. Small friendly community. Top pay to right man. Give experience and pay expected. Phone or write WCVA, Culpeper, Virginia.

Engineer with first class license. For combined transmitter and control room operation. Send full information to WHFB, Benton Harbor, Michigan.

Immediate opening first phone engineer. Beginner considered. WMDN, Midland, Michigan.

Wanted—First class engineers AM-TV operation. Transmitter only. Contact Chief Engineer, WNAM, Neenah, Wisconsin.

Combination or engineer, **full details** in first letter. **WRIC, Richlands, Va.**

Transmitter engineer for 5000 watt directional AM. Write or wire Leroy Kilpatrick, WSAZ, Inc., Huntington, West Virginia.

Wanted—First class license radio-phone operator. No experience necessary. Transmitter work only. Contact Radio Station WSIP, Paintsville, Kentucky.

Cleveland "All-American Family Station" has opening for first class engineers, 40 hour week, cost of living bonus, extra bonus for remotes. All replies honored in strict confidence. Send recent photo with employment record to Operations Manager, WSRS, Inc., Cleveland 18, Ohio. Phone Erieview 1-2005.

First phone; transmitter operator. WSYB, Rutland, Vermont.

First class phone licensee. No experience needed. Car necessary. Contact Chief Engineer, WTNS, Coshocton, Ohio.

Wanted: Transmitter engineer with first class license, immediate opening, good salary, insurance, vacation benefits. KSDN, Aberdeen, South **Dakota.**

Help Wanted—(Cont'd.)

WUSJ Lockport, N. Y. has immediate openings for two first ticket men. Excellent working conditions and opportunities. Contact Jack Gelzer, Manager.

Production-Programming, Others

Experienced radio continuity director for midwest [illegible]BC station. Heavy commercial schedule. Must have ability to direct department, originate ideas and produce selling copy. Agency or station experience acceptable. Excellent opportunity with company now operating both radio and television stations. Send complete details. Box 5[illegible]S, B•T.

Commercial copywriter for regional independent station. Girl preferred. Box 619S, B•T.

Program director-announcer. Southwest major network station with a TV hearing in its lap is in need of a man that can do an early morning program (6:30 to 8:00) and serve out his working day as program director for balance of staff. Must have friendly delivery and really like people and do a morning show that's more than a DJ show or the usual time and temperature deal. Send details in first letter. Prefer man from southwest or that has some knowledge of agriculture. Give salary requirements. Write Box 662S, B•T.

Copywriter to write commercial continuity and promotional features for AM and TV. Send references and small photo. WBCK, Battle Creek, Michigan.

Copywriter, man or woman, for independent station. Send sample continuity, details, salary to WPIC, P. O. Box 541, Sharon, Pa.

TELEVISION

Salesmen

TV topflight account executive for new St. Louis, Mo., U.H.F. station on air May. Guaranty and liberal commission arrangement assures income of well over $10,000 per year—man we are looking for is presently in TV sales and is interested in moving up the ladder in that he will step in as local sales manager within a few months, after proving his abilities. Write complete qualifications in reply, will be treated in strict confidence. WTVI, Signal Hill Telecasting Corp., Room 1939, Boatmen's Bank Bldg., St. Louis 2, Mo.

Technical

TV technicians. Applications for staff technicians now being received. KGUL-TV, Galveston, Texas.

Production, Programming, Others

Southern TV station needs assistant to promotion director. Duties will include copy, layout, merchandising (art ability very helpful). Good opportunity in rapidly expanding operation. Experience will be important consideration. Send resume, salary requirements and photo. Box 677S, B•T.

Situations Wanted

Creative young man desires position in metropolitan N. Y., assistant producer-director AM-TV. Experience announcer, news, continuity, acting, offers enthusiasm, sincerity, 5 years background for opportunity. Box 666S, B•T.

Managerial

Efficient, stable, experienced manager available immediately. Have money to invest if required. Box 531S, B•T.

I can make your radio station pay you a real profit. Fifteen years in radio, eight as manager-commercial manager. Operate efficiently small staff, small monthly nub. Act as combo manager-sales manager; program director; part-time announcer, personally. Prefer medium-sized town in South. Results guaranteed in one year or contract cancelled. Best trade references. Available February 15th. $100.00 weekly plus 10% of net. Write Box 589S, B•T.

Successful manager of local station seeking new, permanent opportunity. Box 601S, B•T.

Successful local station manager available. Local sales, announces, civic minded and real moneymaker. Box 603S, B•T.

Well-known radio man interested general or sales manager's position; radio or TV or combination. Opportunity prime requisite. Adaptable to large or small markets. Eleven years radio from announcing through managerial capacity. Now in $15,000-excess bracket. Box 670S, B•T.

Manager-commercial manager with present station 10 years desires new opportunity. Box 671S, B•T.

Eastern AM sales manager, 16 years all phases plus TV qualifications, will talk business. Solid stations invited to exchange details. Box 690S, B•T.

Situations Wanted—(Cont'd.)

General manager. Knows sales, programming, engineering. Can submit past record with past and present employers as best proof of ability. Employed past four years as manager and earning in excess of $6500. Desire opportunity for part ownership plus salary to at least equal present earnings. No hurry. Have lifetime job now, but no opportunity for improvement. Box 699S, B•T.

Manager or chief engineer-announcer available to right offer. Installation, maintenance. Top announcer. 10 years experience. Desire congenial non-alcoholic environment. Family. Position must be permanent. Prefer Texas or southwest. Box 709S, B•T.

Top manager now available. Outstanding record in management and sales. Absolutely guarantee results. Twenty years experience. 250 or 5000 watt operation. Finest reference. No absentee ownership worries. Western states or coast area preferred. Write or wire Box 713S, B•T.

Experienced TV and AM salesmanager, now located in one of the nation's top ten markets with basic network station, is interested in making an immediate change. Prefer sales manager's job but, if straight selling required as prerequisite for this position to prove ability, am willing to gamble. Excellent references from local and national leaders. Married. Age 37. Four children. Sober. My employer knows of this ad. Contact George L. Griesbauer, 5923 Conway Rd., Bethesda, Md.

Salesmen

Salesman-announcer, interested in moving to another station. Details by mail. Box 652S, B•T.

Salesman, experienced in highly competitive market. Single. Aggressive, interested in finding a progressive station with a good market. Good references both military and civilian. Complete details upon request. Box 705S, B•T.

Announcers

Music-sports-news-staff. Two well trained announcers with TV know-how can give your programming new life. Married, veterans, work well together. Radio, TV or both. Photos, tape on request. Box 534S, B•T.

Newscaster-announcer, three years experience all phases, except sports. Married, draft exempt. Interested in advancement. Salary expected $90. Box 613S, B•T.

Topnotch play-by-play baseball broadcaster available beginning spring training. 7 years experience minor-major league. Best baseball references. Excellent play-by-play coverage of live games and makes wire games come to life with outstanding recreation job. Box 636S, B•T.

Experienced play-by-play sports announcer and newscaster seeking opportunity with efficient thriving station. Staff, deejay and network operation. Family. First phone. Ham. Box 642S, B•T.

Good disc jockey. Favorable reviews in Variety and others. Currently employed metropolitan 50 kw. Consider only $100 base plus talent. I can sell. Box 643S, B•T.

Sportscaster. Experienced, employed. Seeks position year-round sports station, TV plans, major market. TV trained. Baseball a must. Air tapes, references. Box 648S, B•T.

Announcer-engineer, some New York experience. Resume, disc or tape on request. Versatile, veteran, single. Conscientious, dependable, sober. Try me! Box 655S, B•T.

Personality staff man. Selling voice. Ace newscaster. Versatile, reliable. Box 659S, B•T.

Experienced hillbilly-disc jockey, employed now, want advancement. Sober, family, will send tape. Box 661S, B•T.

Announcer, performer four years, interested AM-TV operation, major market. Box 663S, B•T.

Combo, top DJ, 2 years. Experience all phases. $80.00 minimum. Box 668S, B•T.

News director with experience seeking change to TV news or radio-TV news. Emphasis on local reporting, writing, editing. Journalism Degree. Good voice. Best references. Looking for progressive station. Box 675S, B•T.

Presently employed. Four years experience, emphasis on news. Experience as PD and traffic director 1 kw. Veteran. Midwest. $80.00. Tape and info on request. Box 679S, B•T.

Need sports director? Top play-by-play. Vet, married, 25, college grad, plus solid year as sports director in 250 indie. Ready to advance. Strong delivery good commercial. Prefer midwest-minor league baseball with tie-in college football, basketball. Consider all possibilities. Box 680S, B•T.

Family man, 25, six years experience. Excellent commercial and sales background. Resume upon request. Box 681S, B•T.

Situations Wanted—(Cont'd.)

Program director-announcer. Presently employed. Desire change to progressive station. Eight years all phases of announcing, board work. Not a drifter. Do not drink. Draft exempt. Box 686S, B•T.

Radio-news position desired; Canadian, 30, married, one youngster, desires position anywhere in U. S. with independent or network station. Radio-news writing experience with major Canadian station 15 months including 71-day European assignment consisting of political broadcasts to Canada. Also, newspaper news and sports experience. Four years university education. Overseas veteran, served five years with Canadian infantry battalion in all European theatres. Presently sports editor on newspaper. Excellent references. Box 687S, B•T.

Announcer, married, experienced, good appearance, operate board, colorful voice. Versatile. Box 689S, B•T.

Announcer, experienced all phases with Mutual affiliate. News, DJ, operate board. Single, veteran. Box 693S, B•T.

Announcer-newsman, with network affiliate, topflight newscaster, writing background, production skills, special events experience, university degrees radio and TV, single, young, looking for top-ladder position. Box 694S, B•T.

Announcer—Training all phases of radio. Operate console. Handle disc shows. Read news intelligently. Commercials that sell. Single, 29, will travel. Details and disc on request. Box 697S, B•T.

Sports announcer. Eight years play-by-play experience. Baseball, football, basketball. Presently employed, but desire larger market. Box 700S, B•T.

Announcer. Two years experience. All phases. Available immediately. Draft exempt. Box 702S, B•T.

Experienced announcer-copywriter desires West Virginia station. Phone Clarksburg 4-5310, or Box 707S, B•T.

Versatile announcer, excellent references, progressive station, preferably south. Box 710S, B•T.

Disc jockey and news. Graduate SRT Chicago. All phases of announcing, turntable and board control. Photo and disc on request. Harry F. Carlson, 3502 S. 55th Court, Cicero, Illinois.

Journeyman-announcer—top experience, superior voice, technique. Mark Fidler, 3148 Wilson, Chicago. Irving 8-1681.

Announcer, 26, married, vet. Available, some experience. NBC training, versatile, contact immediately. Pete Franklin, 73 Propp Avenue, Franklin Square, L. I., N. Y. FL. 2-6286.

Announcer, DJ, handle control board. Light experience. Desires staff position, small station operation for development. Young, hard worker. Determined career. Free to travel. Available. Resume, disc, reference. Joseph Kovar, 426 East 71st St., New York City, Tel. Regent 4-7496.

Can you use a 1st class licensee, combination announcer/engineer, with over two years experience? What's your offer? Contact Bob Peters, 8 Upland Road, Brookline, Mass. Aspinwall 7-8569.

Sportscaster-announcer-program director, 28, married, college graduate, 4 years experience—3 years baseball and football (regional network). Prefer southeastern states. Raleigh Powell, 217 Whitehall Road, Anderson, South Carolina. Phone 1798 XM.

Announcer with authoritative voice, strong on news. All-round staff man desires connection. Reliable and versatile, station asset. Married, draft exempt. Resume, tape, references. Minimum start $250 per month, for right opportunity. Harry Turkish, 5360 Broadway, New York 63, N. Y. LO 2-6730.

Technical

Chief engineer or engineer: Experienced with directionals, also high frequency, high powered stations. Can build station from C. P. Available immediately. All inquiries answered confidentially. Prefer southeast. Box 476S, B•T.

Want broadcast studio job in New York City. Have license. Box 647S, B•T.

Announcer. First phone. Good voice quality. Strong on commercials. Interested in well organized station, stable equipment and personnel. Eighty dollars minimum. Box 653S, B•T.

Chief engineer, 25 years experience all phases, AM, FM, installation, construction. Can do TV, economy-minded. Want permanent Texas, Oklahoma, Louisiana or New Mexico. Best references. No sot or floater. Married. Make offer. Available two weeks. Box 695S, B•T.

(Continued on next page)

XUM

Situations Wanted—(Cont'd.)

Just released from active service—radio operator first phone, second telegraph. Available for broadcast or communications. Single, 24. Trained at Melville and RCA Institutes. Assorted military radio and ham experience. Box 710S, B•T.

Experienced engineer, first class ticket, have car, prefer eastern states. Box 711S, B•T.

Technical school graduate, first phone license, desires radio/TV, transmitter or broadcast studio position. Training included TV studio operation. Three years transmitter experience, two AM/FM—one AM. Newell R. Gaston, 623 Buckalow, Dallas, Texas.

First phone, licensed. Recent radio/TV tech school graduate, seeks position broadcast field. Inexperienced. Albert Koltun, 97 Grafton Street, Brooklyn 12, New York.

Transmitter engineer available immediately. 5 years broadcast service. Veteran, 27, prefers Texas or Gulf Coast. H. R. Poole, 4711 Cedarhill, Houston, Texas.

Production-Programming, Others

Program director. Excellent news, sports announcer. Experienced writer. College graduate. Now north-central. Prefer midwest. Consider TV offer. Box 657S, B•T.

Program director—Shirt sleeve type. Six years solid background in all phases of broadcasting and some TV. I come to you well recommended by previous employers and my record speaks for itself. Desire position with TV future, but am open for any and all offers. Married, ex-Marine. We want to locate permanently, buy home, have family. What is your offer? Will supply further material. Box 658S, B•T.

Two-man news team wants spots with solid regional, strong on direct news coverage. Box 505S, B•T.

Increase sales, cut expenses, improve programming. Program director, managerial and sales experience independent and net, wants PD or managerial position. Box 672S, B•T.

Continuity writer. Male. Single. Accurate, rapid Excellent references. South preferred. Box 674S, B•T.

News-sports director. 10 years Associated Press experience plus photography, film and announcing experience. Box 676S, B•T.

Immediately available—reliable writer with radio television agency experience wants agency writing or head radio-television continuity department. Family man prefers midwest, southwest. Box 682S, B•T.

News-writer, editor; photographer still, movie; 27 years news business; tape; sports, ad lib; sober; pleasant appearance. Prefer south; salary open. Interview. 30-days notice. Ruston Marshall, Route 1, Bloomingdale, Ohio. Phone Steubenville 4-2830.

TELEVISION

Salesmen

TV-AM salesman. Experienced 11 years in creative sales, production, management 250-50 kw operations. Civic minded, age 32, family man. Desire permanent opportunity with progressive AM-TV or film organization. Prefer midwest or southwest. Box 673S, B•T.

Announcers

Producer-writer-announcer. Five years network. College graduate. Kinescopes available. Box 644S, B•T.

Production, Programming, Others

Experienced TV film specialist, formerly with medium sized midwestern station. Capable of heading department, training crew. References. Ans. Box 360S, B•T.

Responsible position on western or southwestern TV station wanted by TV director-producer presently employed for several years by major eastern market TV station. Background includes thorough experience in radio, vaudeville, legitimate theatre and motion pictures. Box 646S, B•T.

Advertising agencies: Has someone in your agency married, had a baby, or, Heaven forbid, got fired? Girl copywriter, radio and television, will take her place. For samples write Box 667S, B•T.

Topflight production supervisor, program director available for west coast TV station. Box 684S, B•T.

TV producer-director, willing relocate, available immediately, specializing originating live shows, school graduate, 29, references. Box 704S, B•T.

Situations Wanted—(Cont'd.)

Vet, 25, five years electronic experience. First class ticket; completing TV training N. Y. March; training includes production, programming, directing, lighting, projection work, many hours camera operation on live shows; wants start in TV. Box 712S, B•T.

For Sale

Stations

Southwest 1000 watt network single station market, including combination building, annual net $33,000 priced $105,000. Box 515S, B•T.

Losing our manager and wish to retire from broadcasting. Buy our unlimited local station in northwestern agricultural region. Good price and terms. Box 635S, B•T.

Midwest; 250 watt affiliated. Gross $65,000. Priced to sell. Box 660S, B•T.

250 watt station in good market area. Equipment in good condition. Two library services. No network affiliation. Present owners wish to sell because of health. For complete details write Box 698S, B•T.

Equipment, etc.

For sale: 400 ft. stainless steel tower suitable for television mast, completely lighted. Write or wire A. B. Robinson, Dixie Broadcasting Company, Jackson, Tennessee.

Western Electric, two complete sets 9AA reproducer groups with new heads. $50.00 per set. WBUY, Lexington, North Carolina.

One RCA recording attachment, type 72-DX brand new, in original carton. Complete with all attachments except recording head. Will sacrifice for $225.00, WISL, Shamokin, Penna.

REL 1 kw. FM transmitter, monitoring and speech input equipment. 250′ 1⅝″ coax. Two bay RCA Batwig FM antenna. Make offer. WPAG, Ann Arbor, Michigan.

RCA 76 B1 console. Good condition. Guaranteed within original performance spec. Best offer. WSLB, Ogdensburg, New York.

Used RCA 70D turntable, Magnecord rack tape recorder, Y Presto disc recorder. Write T. Andras, UAW-CIO Radio Dept., 8000 E. Jefferson, Detroit, Michigan.

Stancil-Hoffman Minitape battery operated tape recorder. Excellent condition. Gennett Records, Richmond, Indiana.

Lapel buttons, car plates, microphone plates, banners, ties; program logs, engineers logs, continuity sheets, etc. Send for listings. James & James, Inc., 201 Eustis Street, Huntsville, Alabama.

RCA 44-BX like new. Ellis Maris, Hamilton Box 320, Pennsylvania State College, State College, Pennsylvania.

For sale: All equipment needed for installation of 250 watt Collins transmitter. Bargain. Write or wire A. B. Robinson, Dixie Broadcasting Company, Jackson, Tennessee.

Wanted to Buy

Stations

Manager of many years experience desires to invest and assume management good station. Box 532S, B•T.

Equipment, etc.

FM transmitter. 3 kw. Prefer RCA. Box 586S, B•T.

Wanted—Complete equipment for 250 watt AM station or any part thereof. Price must be reasonable and equipment in good condition. Box 605S, B•T.

Wanted, transmitter 250 watt or 1 kw. State price, condition and full details in first letter. Box 654S, B•T.

Used serviceable TV equipment, camera chains, microwave, projectors. Give condition and quote price. Box 656S, B•T.

Wanted: 1 kw AM transmitter, frequency monitor, limiter amplifier and tower. Single or altogether. Box 664S, B•T.

Used, serviceable Cook-Fairchild-Van Epps or Presto 1D cutter head. WCFM, 1120 Connecticut Ave., N. W., Washington 6, D. C.

Wanted—One kw amplifier for FM, Gates or equivalent. Radio Station WKEU, Griffin, Georgia.

Wanted to Buy—(Cont'd.)

Presto recording amplifier. State condition and price. Contact Melvin Feldman, Chief Engineer, Station WMAY, Springfield, Illinois.

Wanted—one 1 kw and one 5 kw transmitters, used, but in good condition (not junk). Write to Guarantee Radio Supply Co., Laredo, Texas.

Used 500 or 1000 watt transmitter approved by FCC, also used frequency monitor and modulation monitor. Box 366, Indianola, Miss.

Miscellaneous

Free. 30 sure-fire radio gags to introduce new $1 week joke service. Box 593S, B•T.

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 6064 Hollywood Blvd., Hollywood 28, California.

To all former Transradio staff editors and correspondents! A Brazilian editor and publisher, interested in the Transradio Press Service, Inc. reorganization, wish contact urgently with all former TP staff editors and correspondents, in United States and foreign areas. Please write by air mail to: Louis Barreiros, Lins N.O.B., S. Paulo, Brazil.

Help Wanted

Salesmen

EARN $10,000 OR MORE in '53

Liberal commissions paid by Top Radio ET & TV Film Producer. Exclusive territories granted to "live wires." Write Box 495S, BROADCASTING • TELECASTING.

SALESMEN

No, we didn't find the man. We have two salesmen; one earned over $20,000.00, the other over $14,000.00 in 1952. The man we select should make $10,000.00-$20,000.00 with top station in market over 800,000. Rush resume and late snapshot to Box 632S, BROADCASTING • TELECASTING. Can interview applicants in Eastern area in New York February 2-8.

Announcers

ANNOUNCER

with ticket. 10,000 watt station, small town. News, records, station breaks. Soft shift for right man. Pleasant working and living conditions. Opportunity limited only by ability. Malcolm Young, Mgr., WBSC, Bennettsville, S. C.

Announcer, experienced only, preferably with First Class license, but will consider unlicensed applicants capable of learning control board operation. Good pay guaranteed in accordance with your own ability to fulfill our requirements. Apply by letter only, enclose resume of training and experience, together with a recent photograph. State salary requirements. The position we offer affords pleasant work in a modern, congenial atmosphere. Write to J. Gordon Keyworth, General Manager, Radio Station WMNB, 466 Curran Highway, North Adams, Mass.

Situations Wanted

Managerial

I WANT TO TRADE . . .

20 years in the radio business for part ownership of a borderline operation I can build.

Broad programming, sales and management background in major markets.

Proven sales record. Top industry and agency contacts. Best of references.

Minimum salary acceptable but stock interest should be substantial. Box 665S, B•T.

Situations Wanted—(Cont'd.)

AVAILABLE

COMMERCIAL OR STATION MANAGER

radio or television

Excellent background. Presently employed in major city as manager with top national radio and television stations representative. Due to recent marriage desire smaller city or town way of life. Write or wire Box 692S, B•T.

Production, Programming, Others

MANAGER, RADIO-TV
15 YEARS
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MICRO-WAVE EQUIPMENT

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NEW, NEVER BEEN USED, GENERAL ELECTRIC TYPE TL-1 MICRO-WAVE LINK, 2000 MC BAND, TRANSMITTER CONTROL UNIT AND RECEIVER MOUNTED IN G.E. CABINET RACKS. INCLUDES TWO SIX FOOT PERFORATED PARABOLAS AND ONE SET OF TUBES. ARRANGED FOR FIXED OR STL OPERATION. CONTROL UNIT CAN BE MOUNTED IN CASES FOR PORTABLE OPERATION. $14,000 F.O.B. FORT WORTH. WRITE OR CALL R. C. STINSON, WBAP-TV, 3900 BARNETT, FORT WORTH, TEXAS. PHONE: LOCKWOOD 1981.

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improper transmitter operation. Factors such as the marked improvement of transmitter equipment and the reliability of such improved equipment, the satisfactory utilization of low grade operators during the late war, the successful operation by non-technical personnel of many electronic devices of an equally complex nature and upon which the safety of life and important property is often dependent, and the extensive and exclusive reliance at many stations on the chief engineer for all significant repair work, all militate for the adoption of the subject revisions. We find however that petitioner's proposal for the employment of a first class operator is inadequate. Petitioner proposed that the first class operator need not be a full-time employee but only be "on call and reasonably available to fulfill his specified duties." It is our view that each station should have in its regular full-time employment and at the station at least one operator holding a radio-telephone first-class operator license to effect and insure the proper functioning of the station equipment and the implementation of the CONELRAD Plan (see par. 15, *infra*). Many of the comments received stressed the desirability and prime importance of preventive maintenance, the necessity for observation and "sniffing out" of trouble by the experienced technician, and the reliance on the chief engineer for any significant repair. It is felt that the retention of at least one first-class operator will satisfy all these criteria of proper technical operation since this operator, being employed on a regular full-time basis, will have ample opportunity to detect difficulties and engage in preventive maintenance, and be readily available at all times for necessary repair work. Further, under the rules adopted herein the restricted permittee, except when under the supervision of this first class operator, is prohibited from making any adjustment that may result in improper transmitter operation other than external adjustments in four specified situations and, after instruction, those procedures necessary to place the station in CONELRAD operation. It is the Commission's opinion that the modifications of petitioner's proposal here referred to are conclusive insurance against any degradation of its technical requirements or serious jeopardy to the safety of the operators or other personnel, and that they do not substantially inhibit the attainment of the benefits which petitioner believed would be forthcoming under its original proposal. On the basis of our experience with problems arising with the utilization of very high power equipment and the showings made in this proceeding, we have concluded that the revision of the rules to permit use of lesser grade operators and remote control shall be limited to standard non-directional and FM stations operating with the power of 10 kw or less.

15. With respect to the CONELRAD plan, it is the Commission's opinion that the plan can be implemented and put into operation by persons holding authorizations other than radio-telephone first-class, provided they have been given adequate instruction by the station full-time first-class operator.

Employment Factor

16. Numerous parties asserted that the proposed amendments would result in widespread unemployment among first-class operators, and that this factor should be accorded great weight by the Commission in reaching its determination. It is the Commission's opinion that just as under the standard of "public convenience and necessity" in Section 214 of the Act, it took into consideration the question of protection of employees in office closures and reduction of hours cases involving common carriers (*In the Matter of Employee Protection in Telephone and Telegraph Service Curtailments*, FCC 51-177, Mimeo No. 59469), so here it may consider, under the standard of the "public interest, convenience and necessity," the effect of the proposed amendments on the size and stability of the labor supply of technically qualified operators available to the broadcasting industry. Cf. *Interstate Commerce Commission* v. *Railway Labor Executive Association*, 315 U.S. 373, 380. However, in view of the applicable policy factors,—in particular, the distinct possibility, especially with the lifting of the "freeze," that television will be able to take up a substantial degree of any resultant unemployment, the requirement that at least one first-class operator be retained in full-time employment, and the necessity of according technological progress proper leeway, such consideration does not compel a reversal of the foregoing conclusion.

17. Similarly, with respect to the question of remote control operation, the Commission is of the opinion, in the light of the present status of the equipment needed for such operation, the experimental demonstration of feasibility, the conditions imposed upon its authorization in petitioner's proposals and here adopted, and the salutary purposes to be accomplished by its use in appropriate situations, that authorization of the remote control operation on a regular basis is now desirable.

18. All interested parties have been afforded ample opportunity to file written comments and exhaustive comments have been received. Because of this and the further fact that most of the conflicts engendered by these comments are based on opinion, surmise, or prognostication, it does not appear that further oral presentation would be of material assistance to the Commission upon this matter. Accordingly, the requests of various parties for permission to make oral presentation are denied.

19. Authority for the adoption of the proposed amendment is contained in Sections 303 of the Communications Act of 1934, as amended, and Section 4 of the Administrative Procedure Act.

20. In view of the foregoing, IT IS ORDERED, That, effective 30 days after publication in the Federal Register, Part 3 and Part 13 of the Commission's Rules and Regulations, the Standards of Good Engineering Practice Concerning Standard Broadcast Stations, and the Standards of Good Engineering Practice Concerning FM Broadcast Stations ARE AMENDED as set forth in the attached appendix.*

By Direction of the Commission,
T. J. SLOWIE, Secretary

Attachment*; Adopted January 26, 1953; Released: January 27, 1953.

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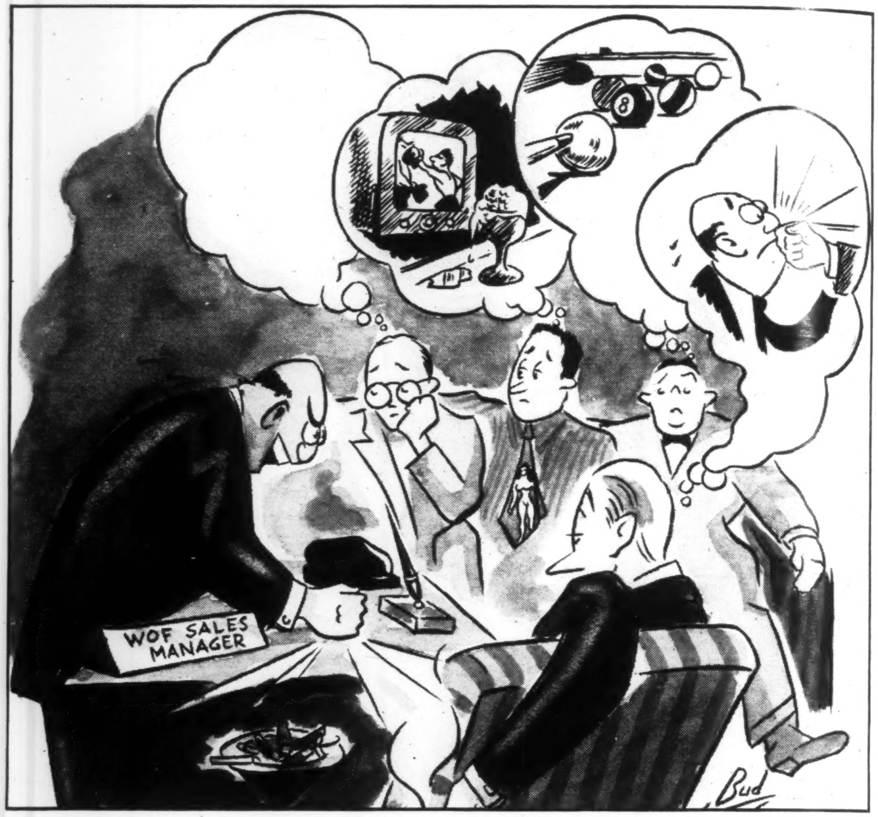
* To be published in *Federal Register*.

editorials



Drawn for Broadcasting • Telecasting by Bud Kling

"Okay, men, now go on out there and HIT THEM HARD—HIT THEM HARD!"

The Big (TV) Picture

MERGING of ABC and United Paramount Theatres, according to free-swinging GOP Sen. Tobey and Democratic Comr. Hennock, spells the beginning of the end of independent radio and TV and their inevitable fate as chattels of Hollywood.

That argument is as fallacious as the one used two decades ago when the then new New Dealers feared that the newspapers, if given a foothold, would devour or suppress radio. There are so many instances of the radio tail wagging the newspaper dog that this line of argument long since has evaporated.

So it is destined to be with the movie people. Their big interest is television, which has affected box-office and which, arguments to the contrary aside, has contributed to the darkening of many theatres. The motion picture producers are countering with fewer and better pictures, and the exhibitors are presently pleading the case of theatre TV. Then there are the pay-as-you-go systems which will have their day before the FCC.

In the merger case, UPT could not conceivably envisage great prosperity in the operation of exhibition houses. That was its lot upon forced separation from Paramount Pictures in 1949 under the consent decree. To be successful, UPT has to earn a return for its stockholders. It found ABC in dire need of new money. It had that money. Its management has confidence in TV and in radio too. Hence the transaction.

Business men invariably turn to new ventures in their quests for success. Who were the men who went into the "flicker" business at the turn of the century? They came from all fields, including the legitimate stage. And who were the men who pioneered radio in the '20's? They were engineers, manufacturers, publishers. They are among the men who fostered the early development of TV.

It is logical that motion picture exhibitors should look to TV as a new field for venture capital. Many exhibitors are applicants for stations. When and if they are successful, they become broadcasters first. One TV station can do the job of hundreds of exhibition houses in coverage of people. TV is bigger than motion pictures. It is to be hoped that it won't become as bloated and as subservient to as many unions and pressure groups.

The argument that the ABC-UPT merger sets a precedent for other movie groups ignores the facts. The law limits the number of TV stations any entity can own to five. Five stations in an ultimate 2,000 could hardly constitute monopoly. If other motion picture interests propose to buy existing networks, there's always the FCC, on the one hand, and the Dept. of Justice, on the other, to take a look.

Sen Tobey has introduced a far-reaching bill to preclude "monopolists" from procuring station licenses. If and when hearings are held, all sides will have the opportunity to be heard. Parenthetically, it will be recalled that Congress, only last session, eliminated the "double jeopardy" provision on anti-trust, in enacting the McFarland Bill affecting FCC procedures.

As we see the big picture, film will be to TV what the transcription and record is to radio. Ownership-wise, radio has never become subservient to any other field. Nor will television.

Why Radio Is Bigger

THE EXTENT of the changes that have taken place in radio in recent years is clearly illustrated in several articles appearing in this publication last week and in this issue.

Broadcasting • Telecasting's own analysis of 1952 business showed that despite a 13.1% decrease in network time sales total radio volume was comfortably up over the level of 1951.

A special article about independent radio station operation disclosed how independents, as a group, have improved their economic standing steadily while network affiliates, as a group, have suffered some reverses since television came along.

Another story, based on results of the Nielsen national survey, reported that 44% of all U. S. radio homes have two or more radios and that 22 million families own one or more car radios.

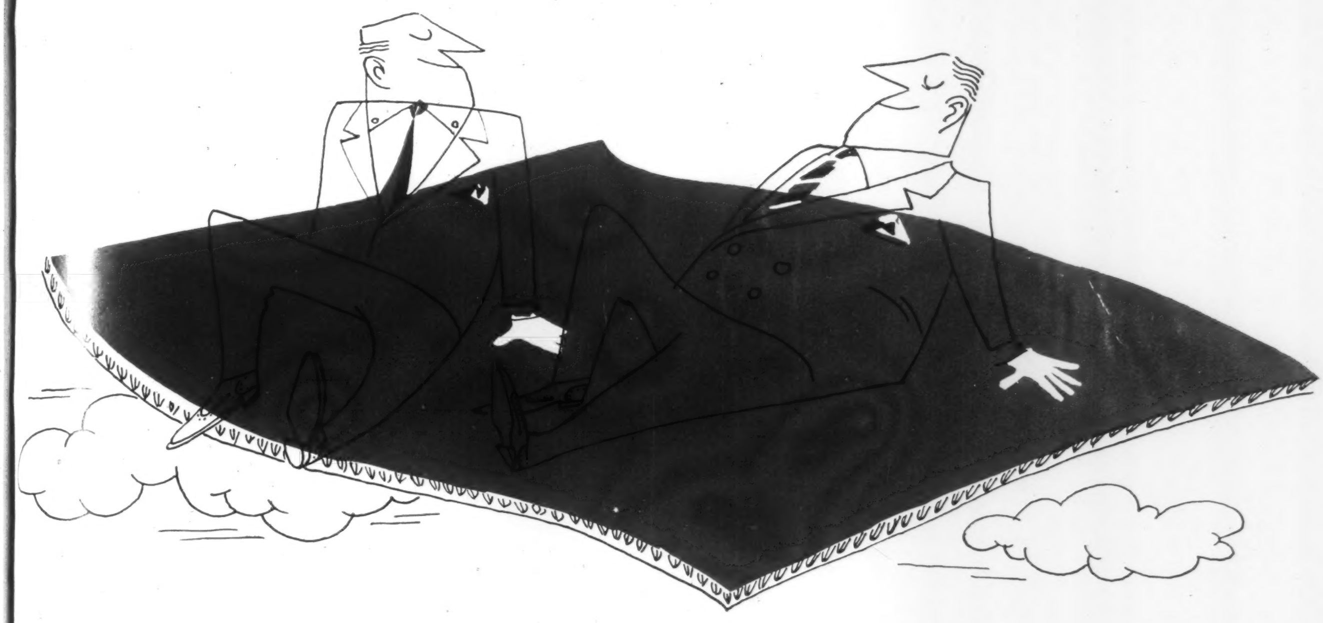
In this issue a special article explains how WSB Atlanta undertook a complete revision of its programming to re-arouse listener enthusiasm for radio and wound up with measurable financial gains.

While at first glance these four stories seem somewhat unrelated, the truth is that they are all part of the big story of the changing business of radio. What is happening, obviously, is that successful broadcasters are relying less and less upon programming and business produced for them by big, centralized sources and are resorting more and more to independent operation. "Independent" here is not used in the sense of non-affiliation with networks but rather in its more general sense.

What also is happening is that people are still buying radio sets for their homes and for their cars, presumably for the purpose of listening to them. It is apparent that they like what they hear well enough to invest money in the equipment necessary to hear it. This trend toward multiple sets, *ie.*, those not in the living room, suggests also a new trend in audience desires.

Summarized too briefly, these desires are to hear something on radio that is different from that which can be seen on TV. That is where the Nielsen figures on "second sets" tie into the success stories of the unaffiliated stations, which historically have programmed against network radio and, hence, against network television. It is also at least a partial explanation of the results that WSB —a network affiliate—has obtained from its revamped and localized programming.

Radio is undergoing a profound change. And it seems to be for the better.



Even the owners thought the carpet was too high

—so they moved it from the second floor, where traffic was relatively light, to the first. We were hired to plug the move.

The firm, A. W. Peterson Co., sells home furnishings, sponsors our 8 a.m. news three days a week. This was supplemented for three weeks with sixteen spots publicizing the change.

Result: 6,000 people visited the new carpet department within the first two days after it opened.

Moral: Eastern Iowans don't spend all
their time counting money.

CEDAR RAPIDS

600 kc 5,000 watts ● Basic CBS Network ● National reps: The Katz Agency